

The NATIONAL UNDERWRITER

Life Insurance Edition

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Special Announcement

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The Book Department of the
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 has been acquired by
The National Underwriter Company

JUL 2 1938

NEW YORK CHICAGO CINCINNATI SAN FRANCISCO

• Effective with this issue of "The National Underwriter," the Publications (or Book) Department of The National Association has been purchased by The National Underwriter Company, which for many years has maintained a large department devoted exclusively to insurance books of all kinds and has nation-wide facilities for their prompt distribution everywhere. By virtue of this new arrangement, The National Association, while withdrawing from the book-selling field, is making available to all its members an improved service for their requirements of all sorts of text books, including those used in the "C. L. U." work, and a service that will undoubtedly be more generally satisfactory than the Association has heretofore been able to render through its single office in New York City.

• The National Underwriter Company, well known among all insurance people for its publication of the National Underwriter Weekly, the Diamond Life Bulletins, the Little Gem Life Chart, the Unique Manual-Digest, the Estate-O-Graph, numerous text books on various phases of life insurance, and many other widely used services, has large offices in New York City, Chicago, Cincinnati, and San Francisco, and will maintain sizeable stocks of all regularly used text books in these offices. The National Underwriter Company also has sales offices in numerous other important cities throughout the country.

• Thus obtaining such books as are desired through the broad facilities of The National Underwriter Company, every Association Member, in fact every underwriter will be assured of prompt service and many thousands will be able to get books quicker and easier than heretofore.

BUILD UP YOUR LIBRARY

The Headquarters of the Book Department of The National Underwriter Company are at Cincinnati, to which all special inquiries should be addressed. Send orders, however, to the office nearest you.....

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"Employ your time in improving yourself by other men's documents: so shall you come easily by what others have labored hard for."
 —Socrates.

FRIDAY, JULY 1, 1938



LIFE INSURANCE QUESTION BOX

Q. What chance has your child of becoming fatherless before reaching 17?

A. A child at birth has about one chance in ten, on the average, of becoming fatherless before the age of seventeen. Life insurance can guarantee funds for *your* child's education, regardless of chances.

Q. Which country leads in ownership of life insurance?

A. The United States. With only 7% of the world's population, people here have 70% of the life insurance.

Q. Why does the United States lead?

A. Largely because of the work here of life insurance agents. These thousands of men and women, by their patient activity, have helped make life more secure.

Q. How much life insurance should you have?

A. It depends on many personal factors, such as the number and ages of your children, your own age, the amount of your savings, etc. Ask an Equitable agent to work out the answer.

The Equitable welcomes questions concerning life insurance. Your note to "The Equitable Counselor" at 393 Seventh Ave., New York, N. Y., will receive prompt attention by mail.

• • To have and to hold • •

When you have a life insurance policy you hold the certainty that your loved ones will be protected. You have membership in an institution which has survived depressions, wars and plagues. You have the security that comes from a multitude of people combining their resources. In insurance on a permanent plan, you have a value which increases the longer you hold it.

John T. Parkinson
PRESIDENT



THE EQUITABLE

FAIR — JUST

LIFE ASSURANCE

SECURITY — PEACE OF MIND

SOCIETY

MUTUAL — COOPERATIVE

OF THE U.S.

NATION-WIDE SERVICE

The NATIONAL UNDERWRITER

Forty-second Year—No. 26

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JULY 1, 1938

\$3.00 Per Year, 15 Cents a Copy

Announces Theme for Annual Muster of National Body

Two Speakers Are Already Selected for the Life Underwriters Convention

NEW YORK—The general theme of the Houston convention of the National Association of Life Underwriters, Sept. 19-23, will be "The Life Underwriter—Pioneer in Financial Independence." C. J. Zimmerman of Chicago is chairman of the program committee and interprets the theme as follows:

"When the last prospector pushed his way into the great territory that is now called Texas, when the last spike was driven in the laying of the transcontinental railroad, when the last of the high Sierras yielded to the coast-to-coast airplane, someone said: 'The last frontier has fallen. America can have no more pioneers, for the days of pioneering are over.'"

Saw Other Frontiers

"But this man did not reckon with America's real resources. No more pioneers of land, water, ore, oil—perhaps. But there were other frontiers, of even more far-reaching importance, calling for men of vision, foresight, courage. One of these was the vast, too neglected frontier of finance. For many years the financial horizon had presented only a vast and trackless desert to the man of moderate means. Try as he might, alone, to provide a comfortable sense of security for his family and himself, he could not meet adequately the uncertainties of life and death.

"Then a man came upon the American scene who began to deal with these uncertainties, and to establish newer, more far-reaching frontiers of financial independence. He helped to crystallize America's sense of democracy, and taught men to overcome the loss of human values. To this man, 'The Life Underwriter—Pioneer in Financial Inde-

Life Companies Facing U. S. Probe, Hunt Says

NEW CASTLE, PA.—Life insurance is facing a federal investigation because it has departed too far from the original purpose of insurance, Commissioner Hunt of Pennsylvania told the Pennsylvania State Association of Mutual Insurance Companies. He warned the companies represented at the convention to avoid falling into the same error.

"Insurance was originally the banding together of a group of people for their mutual protection against individual disasters of various kinds," he said. "It is necessary that some of its forms be operated on a vastly larger scale than in earlier days. Not only has it grown in size, however, but it has lost sight in many cases of the entire idea of mutual protection."

Commissioner H. H. Earle Plans to Invade New York

Oregon Official Now Mapping Out the Course He Will Pursue in Making the Examinations

SALEM, ORE. — Commissioner H. H. Earle of Oregon is back from the Quebec convention of the National Association of Insurance Commissioners and in line with his announcement at the final session he is now perfecting his plans for the examination of a New York company starting about July 15. He has not announced what company will be selected. Some of the departments have assured him of their cooperation and have volunteered to assign some examiners.

Commissioner Earle has not yet decided whether he will conduct the examination as strictly an Oregon affair or, as is more likely, will conform as nearly as possible to zone and convention rules. Commissioner Earle states that there are available within his own state competent actuaries and examiners sufficient to form a staff for the purpose if he decides to conduct the examination strictly under the Oregon statutory requirement.

pendence,' the annual convention of the National Association of Life Underwriters is dedicated. So long as he—and others like him—continues to instill in Americans the spirit of financial independence, the last frontier will constitute a challenge, not a vanished goal."

M. A. Linton, I. S. Kibrick to Speak

M. A. Linton, president Provident Mutual Life, and Isaac S. Kibrick, agent New York Life, Brockton, Mass., will be speakers at the convention, it is announced by Mr. Zimmerman. Two of the outstanding personalities in life insurance, Messrs. Linton and Kibrick have won fame in highly divergent fields. As an executive, actuary and author, Mr. Linton is one of the best known and most popular men in management. Mr. Kibrick, a million-dollar producer for several years and one of his company's most consistent leaders, has a reputation among underwriters second to none.

A "Mexican Fiesta" which, according to its sponsors, "will combine all the best features of a musical comedy, a dance, a vaudeville show and a costume party," will be the chief entertainment feature of the Houston convention.

Fifteen Texas life companies are contributing to the funds which the Houston people will use to produce what they predict will be the "biggest and best entertainment feature in the history of National association conventions."

Two large Mexican orchestras, specially imported for the occasion, will provide the music, and a troupe of Mexican singers and dancers will lend an additional Latin note to the festival. The Sam Houston Coliseum, Houston's newest and most imposing public building, will be the scene of the fiesta.

The Houston committee in charge of entertainment is under the chairmanship of Alva Carlton.

Companies contributing to the entertainment fund include Fidelity Union Life, Great National Life, Republic Na-

Much Super-Competitive Literature Being Used

More Material Is Being Distributed That Reflects on Various Companies

It is apparent that much literature is being distributed and used by life agents which in a way is destructive and reminds the old timers of the highly competitive material that was circulated many years ago. The revival of this literature attacking this company and that is due to the falling off of business and the despair of many salesmen. Therefore an attempt is being made to dislodge policies in force or in competition to meet any favorable attention being given to a rival company. Agents apparently are seeking literature that will praise their own companies and any other that will reflect on other institutions with which they compete, even in a subtle way.

Looking for "Dirt"

As one executive designates this movement in a letter to THE NATIONAL UNDERWRITER, "We are in an era when evidently many agents and perhaps companies are looking for 'dirt'." They are not satisfied with the facts given in a dignified way but want a rating or some derogatory statement or some reflection on certain assets, or in fact, anything that will tend to prejudice the holder of a policy or one who is about to take one. If it is possible to get leaflets giving a company a "B" or "C" rating they are very avidly sought to use against such. Reporting agencies that bring out unfavorable features find that reprints are readily sold. Agents, therefore, are interested in receiving either "write up" or "write down" material.

There are some sources from which either derogatory or very favorable material can be purchased. Even in cases of well managed companies it is possible to pick out some flaw or make some strained application or observation that will at least confuse a policyholder or prospect. The use of this material undoubtedly is disturbing and causing a loss to companies. It is a reflection on the business that material of this kind is so readily purchased and employed so energetically by men in the field. All companies are not doing this but some are.

tional Life, Southland Life, Southwestern Life and United Fidelity, all of Dallas; State Reserve Life, Fort Worth; American National Life and Texas Prudential, Galveston; Great Southern Life and Seaboard Life, Houston; Western Reserve Life, San Angelo; Great American Life, San Antonio; Amicable Life and Texas Life, Waco.

Merger Act in New Jersey

The governor of New Jersey has signed the bill to permit the merger of domestic and foreign companies, amendments being made to the law. Merging companies must comply with all the requirements of the New Jersey law and those of the state in which the outside company is domiciled.

Tells New Policy of Organization as to Book Sales

National Association of Life Underwriters Sells to The National Underwriter

NEW YORK — The National Association of Life Underwriters announces this week that it has discontinued its book department. It was one of the pioneers in this field. H. A. Hedges, general agent Equitable Life of Iowa in Kansas City, is chairman of the committee on publications. The entire stock of the book department has been sold to THE NATIONAL UNDERWRITER, which will combine it with its own well known "Book Shop" at its Cincinnati headquarters, 420 East Fourth street. THE NATIONAL UNDERWRITER, therefore, becomes a greater publishing distribution house for life insurance books and literature. It has already made a name for itself and having taken over the National Association of Life Insurance book departments puts it in the very front ranks.

L. H. Martin in Charge

L. H. Martin, manager of the Cincinnati office of THE NATIONAL UNDERWRITER, has in his immediate charge the "Book House." THE NATIONAL UNDERWRITER therefore will be the outlet for National association inquiries from life men that are seeking books. THE NATIONAL UNDERWRITER immediately has enlarged its facilities for handling all life insurance books and other volumes that have a reference to the C. L. U. degree. It places THE NATIONAL UNDERWRITER in a very aggressive place so far as book distribution is concerned.

Following the appointment of a special committee in 1913, the association in 1915 sponsored and financially guaranteed non-partisan, non-technical texts on life insurance, creating a new field of business literature. It sponsored "Life Insurance" by Dr. S. S. Huebner, and the series written by the late William Alexander. It also sponsored such famous series as Harper's Life Insurance Library, the International Life Underwriter's Library, published by F. S. Crofts and THE NATIONAL UNDERWRITER, and D. Appleton's "Life Insurance: Its Economic and Social Relations" series, all best sellers in the insurance field.

Became a Distributor

In 1929 the National association withdrew from the field of actual publication in favor of the established insurance publishing houses, confining its efforts to the distribution of books to members and the publication of booklets and pamphlets of associational importance.

The third and final step is made in 1938, says the announcement, because "association members from almost every city in the country can obtain their books at least as quickly and quite as reasonably from the several large firms

(CONTINUED ON PAGE 15)



A number of candid camera shots that were taken on the Saguenay river trip of the National Association of Insurance Commissioners by H. H. Fuller, deputy U. S. manager Zurich, Chicago. Reading left to right, top row: W. P. Coler, Amer. United Life, Indianapolis; R. H. Kastner, associate counsel Amer. Life Convention, Chicago; Mrs. Kastner; Elmo Walker, secy. Union Life, Little Rock; Col. Joseph Button, mgr. Stock Co. Assn.; R. E. Hall, associate counsel Aetna Life.

Second row—J. H. Doyle, gen. counsel Natl. Board of Fire Und.; Miss Elsie Leavey, deputy Comr. Texas; Miles Scheaffer, secy. United Benefit Life, Omaha; Mrs. Scheaffer; R. L. Foster, gen. counsel Canadian Life Ins. Officers Assn., Toronto; (inset below) Mrs. H. H. Earle, wife of Oregon Comr.; Mrs. Foster.

Third row—J. E. Felker, Rogers, Ark. treas. Union Life, Little Rock, Ark.; Mrs.

(CONTINUED ON PAGE 15)

Minor's Guardian Can't Select Option in Lieu of Cash

Would Violate Law, New York Supreme Court Holds; Move for Change in Statute

NEW YORK — Additional force is given to the programming approach by a decision just given by the New York supreme court to the effect that a minor's guardian may not elect on behalf of a child one of the settlement options in lieu of cash. The decision was given by Justice Aaron Levy in the case of Latterman vs. Guardian Life of New York. The suit was a friendly one, the Guardian Life merely seeking clarification of the law.

Justice Levy's decision is of widespread interest because the situation comes up even though the guardian is the child's mother and because it illustrates the desirability of the insured's selecting the proper settlement options and not relying on the beneficiary to do so. While the decision is subject to appeal, it is an important step toward clearing up a source of confusion and irritation that has plagued home offices. It is not yet known whether the case will be appealed. It would be desirable from a life insurance point of view to have the matter settled finally as quickly as possible.

Source of Embarrassment

To home offices which took the position now held by Justice Levy and refused to permit election of a mode of settlement by a minor's guardian, the fact that some other companies would permit the practice has been a source of embarrassment. Also, the fact that companies of equal standing were lined up on opposite sides of the fence has not helped the public's confidence in the sure-footedness of life insurance decisions.

Justice Levy based his opinion on the fact that since it would not be legal for a guardian to invest funds under his control in life insurance or an annuity, it would not be legal for him to elect an option. The plaintiff's contention was that the contract included not only the right of the beneficiary to receive the proceeds in cash but to elect any one of the options guaranteed in the contract, and that hence no question of investment was involved.

No Great Risk Involved

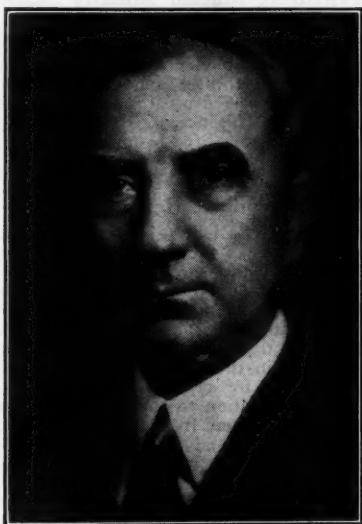
In holding that the law did not permit a guardian to take such a choice the Guardian Life was merely seeking a clear-cut decision. No great risk would be involved even if minor should later on decide that his guardian had exceeded his authority in putting the proceeds under an option, for the minor could only sue the company for the difference between what was received as income on the funds held under optional settlements and what might have been earned if another type of investment channel had been used.

While no one is actively pushing for such a change, it is quite possible that in the light of Justice Levy's decision there may be a move to have the law amended so that guardians may put minors' funds in life insurance or annuities, just as they may now be placed with savings banks.

The life companies would have no objection to such a provision, the main opposition they might have being to having funds dumped in their laps by institutional guardians which receive a fee for management of money.

The text of Judge Levy's opinion, which is quite brief, appeared in the New York Law Journal for June 23.

Noted Life Insurance Legal Leader Is Dead



ALFRED HURRELL

Alfred Hurrell, 64, vice-president, general counsel and a director of the Prudential, died at his home, in Glen Ridge, N. J., after a long illness.

Mr. Hurrell was born in Ft. Erie, Ont. He received his early education in Canada and in Buffalo, N. Y., becoming a naturalized citizen in 1898. He was graduated from the Buffalo Law School in 1902. After active law practice he became counsel of the New York insurance department in the period following enactment of the Armstrong laws, and also was insurance counsel to the Merritt legislative committee of New York, which inquired into the operation of fire

insurance companies. He was for four years attorney of the Life Presidents Association, 1911-1915.

In May, 1915, he was appointed associate general solicitor of the Prudential and in 1918 became vice-president and general solicitor, succeeding E. D. Duffield, now president. Upon the death in 1925 of R. V. Lindabury, general counsel, Mr. Hurrell succeeded him and later became a director. He had served as president of the Association of Life Insurance Counsel and in other important organization posts.

The Life Presidents Association was represented at the funeral by L. A. Lincoln, Metropolitan Life; F. L. Allen, Mutual Life, New York; Guy W. Cox, John Hancock Mutual Life; John R. Hardin, Mutual Benefit Life, Newark, N. J.; E. J. Heppenheimer, Colonial Life; W. H. Pierson, New York Life; A. E. Tuck, Equitable Society; L. E. Zacher, Travelers, and V. P. Whitsitt, manager and general counsel of the Life Presidents.

Littlejohn Case to Come Up

SPRINGFIELD, ILL.—A. C. Littlejohn, one-time operator of the National Aid of this city, facing a prison term of eight years and a fine of \$12,000 for his conviction on mail fraud charges in February-March, 1937, will appear in federal court here July 1 in an effort to secure probation.

Littlejohn's appeals to both the circuit court and the U. S. Supreme Court have proven of no avail, and unless Judge Major intercedes in his behalf, he will have to go to prison. He is at present out on bond.

Some months ago, one of Littlejohn's aides, H. C. Robinson, convicted with him but receiving a sentence of only two years and a fine of \$1,200, was given probation by Judge Major.

Their conviction grew out of the concern's operations in 1932-1935. The National Aid subsequently was sold to other interests and moved to the south.

George A. Patton Sees Public More Income Conscious

Mutual Life's Vice-President Says Buyers Demand More Exact Information

BROOKLYN—The American public is going to be considerably more income conscious in the future than it has been in the past, George A. Patton, vice-president and manager of agencies, predicted at the sales conference of the Kee agency of the Mutual Life in Brooklyn. He said that despite minor changes in contracts, rates, or practices, the life insurance agent can build soundly on the truth that there will be no changes in the fundamentals of life insurance, since



GEORGE A. PATTON

life insurance is designed to meet fundamental and unchanging needs.

"You can base your faith in its grand simplicity," he said. "We make life insurance appear to be a complicated business for ourselves and our clients."

Mr. Patton urged the obtaining of business from not only one's existing clientele but from young men of promise, even though this means a number of smaller policies at first. He said that the competition in the life insurance business is not so much with other companies but with conveniences and luxuries but that the vast amount of insurance now in force indicates that the competition of these more immediate appeals can be met successfully.

Sees More Exacting Public

The public, he said, is going to be much more exacting in its demands for precise information about life insurance and if agents ignore this trend they will find the future less prosperous than they otherwise might. He stressed the importance of the quota system, saying that it has been responsible for lifting many men into the ranks of great producers. He also emphasized the importance of thrift in an agent's efficiency, since freedom from pressing financial worries is a powerful factor in sales success.

Manager W. H. Kee, who opened the morning session, said that any man who will make five calls a day is sure of success.

J. D. Howell, Penn Mutual, told his hearers not to scorn the average man's fear of death as a motivating force in buying life insurance. Too many sales talks depend on fancy financial plans,

(CONTINUED ON PAGE 15)

WHAT IS IT?

A motivation story may picture favorable or adverse eventualities in the prospect's own situation. It may be a factual or imagined story of some other man's situation, in circumstances similar to the prospect's own. It may be a "sob story" if the prospect needs hearse treatment. It may be humorous, if the prospect might be movable, motivated, by it. It may be one of consequences described statistically, if the prospect is of the statistic type. It may picture the fruition of a particular kind of service in the life or lives of others, or in the life of the prospect and his family—say, family income, mortgage coverage, educational fund, emergency fund, retirement.

The motivation story is of as many types as there are types of prospects and varieties of life insurance needs,—laughter, tears, profit appeal, preeminent safety, or anything else which seems adapted for moving, motivating, the prospect to the desired signature action.

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY, President

Independence Square

PHILADELPHIA

Manufacturers Life Celebrates Entrance to United States

The Manufacturers Life of Toronto celebrated its 35th anniversary of its entry into the United States field at Lansing, Mich., amid impressive surroundings. On June 22, 1903, its first United States policy was issued to a Michigan resident. Albert Campbell was manager, starting from scratch. It now has more than \$104,000,000 in force. In addition to establishing the company in Michigan he supervised its entry in Pennsylvania, Illinois and Ohio. He has now retired but was the man of the hour at the convention.

Results of the Contest

In order to celebrate the event quotas were given the men. The collective result was 614 applications for \$963,277 insurance. Each of the four Michigan branches secured over 100 percent of their allotments for the period between May 2 and June 15. Four agents made outstanding records in applications: G. F. Gremel, 42; A. R. Gremel, 36; V. R. Vliet and G. J. Reeves, 27, all being connected with the Saginaw office.

A. Mackenzie, assistant general manager who is head of the agency department from the home office, presided at the first session and gave the welcome. He declared that there is great danger of yielding to the desire among prospects for more knowledge about life insurance generally. This leads some agents to become lecturers and instructors instead of closers of business.

Must Be Practical Psychologist

C. F. Doane, manager at Lansing, said that a successful agent must be a practical psychologist. He must possess a keen desire to assist his policyholders in the solution of their problems. He must have the ability to so visualize an intangible that they will recognize the need for it.

G. J. Reeves of Saginaw, the leading producer in Michigan during the special pre-convention effort, told about one of his conferees visiting him the night before and then the next day wrote a \$10,000 case three blocks away from the Reeves' residence.

H. A. Woodin of the Detroit uptown office, read a letter which he had directed to selected policyholders requesting leads. He outlined the number of replies he had received, the number of prospects which had been added to his list and the results that had accrued in new business.

H. B. Berwick's Address

H. B. Berwick, supervisor of field service at the head office, traced the development of life insurance from early Grecian and Roman days. He gave particular attention to the parts played by outstanding Americans in the business such as Chief Justice Hughes, Grover Cleveland and Elizur Wright. He referred especially to Benjamin Franklin and told about his remarkable versatility. Franklin compiled data which was used as the basis for the first life company on the American continent, commonly referred to as the "Presbyterian Ministers Fund," which was incorporated in 1759.

At the afternoon session, A. Kinch, agency superintendent in the United States, presided. Last year the United States business produced over 27 percent of the total. There was a demonstration of an income sale by H. W. Leaver and W. A. Elliott of the Detroit office, assisted by Miss Ellen B. Sheehy of the same agency.

Actuary Beveridge's Talk

Assistant Actuary J. R. Beveridge dealt with the relationship between quality of business and the income of the agent, illustrating his points with large scale charts. Using the actual re-

sults achieved by a number of salesmen whose production was approximately the same, he showed the divergence in their incomes resulting from the various conservation rates and carried the comparison through to the agent's retirement pension.

Dr. H. C. Cruikshank, senior medical officer, drew an interesting contrast between the medical selection of 1903 and that of today. Through better methods of selection and the accumulation of comprehensive statistics, he said, companies are able now to offer standard insurance to many more applicants than was the case 35 years ago. In 1903 only 771 out of every 1,000 applications to the Manufacturers Life received standard policies. Last year the rate was 915. Thirty-five years ago Dr. Cruikshank said the medical officer had little to guide him but his general knowledge of medicine. Today he can classify the majority of applicants in one of more than 150 groups. More standard policies are now being issued and fewer cases are charged an extra rate or declined.

Presentation to Honor Men

There was a presentation to 20 in attendance of replicas in color of a large hand-lettered illuminated scroll of honor hanging in the auditorium of the home office, along with oil paintings of past presidents. They were given to all members of the agency organization who qualified for club membership during 1937, which was the company's 50th anniversary year. The Saginaw branch represented by Manager P. C. Burns and 22 agents won the "President's trophy," both in 1936 and 1937 for the greatest all-round agency development. In 15 years of competition this was the first instance of a branch winning the award two successive years.

Some Delegates Present

G. F. Gremel of Saginaw, Mich., vice-president of the \$200,000 Club whose sales totaled nearly \$500,000 last year was present. Another delegate was M. C. Palach from the little town of Ubly, Mich., who has a record equalled only by one other agent in the world. He has appeared on the monthly honor roll every month for more than 10 years. There were three who have served the company over 25 years: J. E. Code of Detroit; C. O. Bye, Sault Ste Marie and R. W. Cripps of Flint. There were two women agents present, Miss Ellen B. Sheehy and Mrs. Elsie K. Hopstead, both of Detroit. Donald Machum, manager of the downtown Detroit office, is a past president of the Detroit Life Underwriters Association and he is a member of the council of the Michigan State Life Underwriters Association.

Jurgensen Ouster Ordered

LINCOLN, NEB.—The supreme court has issued a writ ousting W. H. Jurgensen, former president Western Union Life, as lieutenant-governor, holding that the office has been vacant since his conviction and sentence on an embezzlement charge March 7. Jurgensen appealed from the conviction, and his defense against the ouster proceedings was that he had not been convicted of a felony within the meaning of the word "conviction" as used in the constitutional provision which declares an office vacant when its holder has been convicted of a felony.

The court holds the appeal did not suspend the sentence, only the execution of it, and that after sentence had been pronounced the presumption of innocence ceased and the law then presumes the proceedings were regular and the conviction just.

The day before the ouster was ordered, Mr. Jurgensen filed in the Demo-

cratic primary as a candidate for re-nomination as lieutenant governor. He says he will appeal if possible, to the U. S. Supreme Court.

Provident Mutual Annuity Scale

The Provident Mutual Life has put out new single premium rates, effective July 1. The new rates follow the standard rates recently announced by the John Hancock Mutual Life and other companies. The increases in rates reflect a lower mortality being experienced among annuitants.

Great Republic Reinsurance

LOS ANGELES—Judge Smith has set Sept. 12 as the date for the hearing on the order to show cause case in the reinsurance agreement whereby the Postal Union Life of Los Angeles would take over and reinsure and rehabilitate the Great Republic Life, which has been in the hands of the insurance department for practically four years.

The opposition to the approval is understood to come from interested parties in Oklahoma and Texas. This is the third attempt at getting the Great Republic back into a going concern, and also is the third time the Postal Union Life has been in the picture as the reinsurer.

Helen V. Shirey Named

The Occidental Life of Los Angeles has named a new general agent at Toledo, O., and thereby took two unusual steps. Miss Helen V. Shirey is general agent, being one of the first women to be appointed to that position by the company. The new general agent is part owner of a multiple line agency, thereby setting another precedent. She is president of H. B. Shirey, Inc. To add to it all, the owners of H. B. Shirey, Inc., are Miss Shirey and two other women. They have five solicitors working out of their office, and the agency is one of the live ones in the city.

New Missouri Deputy

Superintendent S. Robertson of Missouri appointed F. P. Sizer, Jr., of Monett, Mo., deputy superintendent. He has been in charge of securities and valuation matters. He joined the department several years ago. As deputy he succeeds J. F. Allebach, who was dropped from the department several

New A. L. C. Official



F. E. HUSTON

F. E. Huston, chief deputy commissioner and actuary of the State of Washington insurance department, is leaving Aug. 1 to become secretary and actuary of the American Life Convention in the head office at Chicago, associated with Col. C. B. Robbins, manager and general counsel.

weeks ago and is now an assistant on the staff of Attorney-general McKittrick.

Hobbs Has Opponent

Victor L. King of Atchison, for four years Kansas motor vehicle commissioner, has filed for Kansas insurance commissioner on the Republican ticket in opposition to C. F. Hobbs, veteran commissioner, who is seeking reelection. Mr. King is a former city official of his city and has spent a number of years in the insurance business.

Insurance Advertising Rally

The annual meeting of the Insurance Advertising Conference will be held Sept. 12-13 at Oyster Harbor, Mass.

NEWS OF WEEK

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PERSONALS

B. J. Martin, 64, for 30 years auditor of the Home Life of Philadelphia, died recently. For 15 years prior to his retirement two years ago he had been a director as well as chief auditor. He was prominent in Knights of Columbus activities in Philadelphia.

Joseph A. Sullivan, associate general agent Equitable Society in San Francisco, died. He was co-manager in San Francisco for a number of years, was prominent in local and state association work and was past president San Francisco Life Underwriters Association.

Dr. Joseph W. Johnson, Jr., eldest son of the president of the Interstate Life & Accident, was married to Miss Margaret Elizabeth Austin, daughter of Captain C. M. Austin, U. S. Navy, in Washington, D. C. After a six months honeymoon in Europe, during which Dr. Johnson will take special studies in Stockholm, they will live in New York, but eventually will return to Chattanooga to reside.

J. W. Smither, Union Central manager at New Orleans, was tendered a dinner on the occasion of his 25th anniversary with the company, which he has represented since going into life insurance. Vice-president Jerome Clark and Superintendent of Agencies W. F. Hanselman went from Cincinnati and numerous city and state dignitaries were present.

SPECIAL EDITION

HOME MADE NEWS

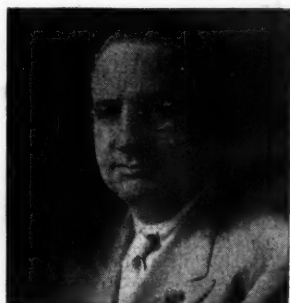
Published by
HOME LIFE INSURANCE COMPANY
256 Broadway, New York

A
COMPANY OF
OPPORTUNITIES

ETHELBERT IDE LOW, *Chairman of the Board*

JAMES A. FULTON, *President*

EXTRA HOME LIFE'S AVERAGE SIZE POLICY FOR 1937 LEADS ALL COMPANIES —IS ONE RESULT OF "THREE AND THREE"



FRANK S. RESH
Washington, D. C.

Chicago, Illinois: According to figures compiled by the Flitcraft Life Insurance Works, Home Life of New York had the highest average policy in 1937, amounting to \$5,558. The average policy of seventy-nine companies listed in the survey is approximately \$2,177. Home Life's average is over two and a half times the average of all leading companies.

Home Life congratulates its Agency Force for this outstanding record. It is to Career Underwriters of the Home that credit must be given for adhering to the principles which cannot fail to produce an outstanding record of this character.

Home Life's sales plan is called Planned Estates, a professional service to the better-than-average buyer of life insurance. It is not the only plan, but it is a plan which has been proven over a five year history of concentrated support from the Home Office. But of more importance is the fact that any plan is good only to the extent that salesmen follow it. As with any intelligent sales plan, three essential steps are in-

volved: one, uncovering the problems of the prospect; two, working out the best solution to those problems; three, making the prospect want to solve those problems. In Planned Estates the "problem" is uncovered when Home Life men secure information for the Confidential Information Sheet. The "solution" is furnished through working out a Planned Estate. The third step takes place when the prospect "wants to solve" his problems by using the solution offered in his Planned Estate chart.

Popular terminology for these three steps has been reduced to a work-week formula called "three and three"—three "confidentials" and three "chart closes" every week.

Typical of what happens when the right man does the right things in the right way is the record of Frank Resh, Washington, D. C., representative who came with the Home Life on February 1st and in his first four months is paying for business at the rate of over a quarter-million dollars annually. His average unit sale is \$6,072.

Because Frank Resh's record typifies the activities of the successful Career Underwriter, the Company selects him to receive, on behalf of the Agency Force, this public tribute to our salesmen in setting a record of which Home Life is proud.

Home Life Insurance Company
of New York

VERNON W. HOLLEMAN, GENERAL AGENT
1340 BROADWAY BUILDING
FIFTEENTH STREET AT W. H. H. BUILDING
WASHINGTON, D. C.

June 8, 1938

Dear Mr. Worthington:
Because of my enthusiasm for the results I have had in the use of "Planned Estate Service," I am prompted to write this letter to show my gratitude for the opportunity to serve under men who can develop such plans of intelligent presentation.

Through this procedure, a successful corner in the life insurance field is available to me. It is my honest opinion that "Planned Estates," properly used, makes me a professional underwriter instead of an insurance man. Proven beyond doubt in my case, a confidential interview procured eliminates all objections to being sold. Most all of my cases on the books were bought, and not sold. The only time I actually get objections is in convincing policy owners that "Planned Estates" will help them; after the interview, policy owners usually convince me that it is an easy matter to convince them to do something to fulfill their own concepts of what they want insurance to do for them and their families.

The one thing that puzzles me is why I don't really write a greater percentage than I do. I feel that the only reason may be that they don't have the money to purchase additional insurance. I am now trying to contact men and only men whose ability to pay is evident.

The following is an outline of my efforts from the first of February, contract date, until May 28:

Confidentials procured	57	\$110,000
Charts delivered	54	85,000
Cases written	18	25,000
Policies placed	14	1 to 3
Average case per chart delivery	4	6,111
Average amount of policy written	1 to 3	6,072

This proves that doing the right things often enough will pay. I won't forget it!

Respectfully yours,
Frank S. Resh

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Received at
CA433 11-OAKPARK ILL 20 853A
R B HELSER=
SUPR. FIELD SVC HOME LIFE INSURANCE CO NYK
LAST YEAR= FLITCRAFT LIFE INS WORKS..
1938 JUN 20 AM 10

Home Life Men Promoted



E. C. KELLY, JR.

E. C. Kelly, Jr., and John H. Evans, who have been members of the agency department at the head office of the Home Life of New York, now become



JOHN H. EVANS

assistant superintendents of agencies and are assigned to more important work. Both have won their spurs on their merits.

Jaqua Comments on Term Insurance, Investment Forms

THE NATIONAL UNDERWRITER inquired of A. R. Jaqua, Cincinnati, associate editor of the "Diamond Life Bulletins," as to what argument he would use to combat the books that are advocating term insurance for everything. That is, most of these writers say that the logical and sensible thing to do is to buy term insurance and not purchase any investment form of policy. They advocate a man taking the amount he would pay for an investment form and do the investing himself. The "Diamond Life Bulletins" published a very excellent booklet entitled "The Term Insurance Fallacy." It is well worth possessing. The editors compiled the material, charts and diagrams which are in the "Diamond Life Bulletins," after careful research and study. M. A. Linton's book "Life Insurance Speaks for Itself," has been widely circulated and contains some excellent material as to this term insurance argument. Simply stated Mr. Jaqua makes the following observation:

Don't Create an Argument

"1. If a man wants to buy term insurance, by all means sell it to him. Why argue if he needs life insurance and thinks he knows what he wants? The fact is that about half of this term insurance will be later converted to ordinary life or other permanent forms.

"Remember that a large volume of family income or family maintenance policies is being sold and these policies contain a large proportion of term insurance combined with ordinary life. Much of this term portion also is being converted by alert agents.

"2. As to man's 'doing better with his money,' he must beat as a minimum 3 percent (the lowest rate at which any company accumulates its reserves) and as a maximum around 6 percent (depending upon age and the kind of policy, etc.).

Scheme Is Fanciful

"If I thought I could get 4 percent or 5 percent compound interest on the difference between what I am now paying for ordinary life and what I would have to pay for term insurance; could keep this money safely invested without ever losing a dime of principal or interest, and if I thought I actually would continue those outside savings as regularly as I now pay my premiums—I would buy term insurance and invest my money outside. But in the first place, I can't do it, in the second place

I won't do it and all of the statistics gathered for 100 years show that other men cannot and will not, either.

"All of this argument about Term Insurance vs. Ordinary Life is similar to the 'inflation' objection. Many a man making \$50 to \$100 a week gives fear of inflation as his reason for not buying life insurance. He is indulging in economic dreaming. The truth is that no one knows whether or not we are going to have more inflation. In the second place if we knew we were going to have it, there isn't one single, solitary thing that such a man could do about it. And third, if we were going to have inflation and he knew what to do about it, he wouldn't do it. Finally, there is no device known to man that will inflate a man's money faster than to buy a life insurance policy and die before he has lived his expectancy.

Best Answers Are Available

"The best answers to these and all other objections by the most able men in the business are available to anyone who will read them. Oddly enough, however, the most able men have scant occasion to discuss either term insurance,

inflation or any other hypothetical, academic, how-many-angels-can-stand-on-a-needle-point philosophy. When they strike a prospect who knows so much about finance and who is superior in his wisdom to our leading financiers, economists and business men (the overwhelming majority of whom invest heavily in permanent forms of life insurance) they pass him up and hunt another prospect. Christianity is a good religion but even Jesus Christ couldn't convert them all."

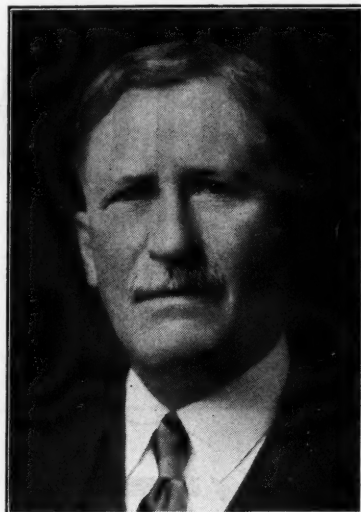
Equitable Women Show Their Resourcefulness

To prove that women have an aptitude for selling insurance and demonstrate proficiency in the business, one needs only look at the records established in 1937 by a portion of Equitable Society's 1,000 women agents. Last year 168 qualified for club membership, each presenting at least \$100,000 of insurance. Fifteen qualified for the Quarter-Million Club; six for the \$350,000; two wrote half a million or more. Total paid production of these 168 women was \$27,621,927.

Sara Frances Jones, Sloan agency, Chicago, and Fay Levy, Lewis agency, New York, qualified for the Half-Million Corps. Those in the \$350,000 corps with their agency affiliations are: D. S. Briggs, Minor, N. Y.; Arley G. Cassady, Pittsburgh; H. R. Kuhn, Rosenstein, N. Y.; S. B. Smith, Wheeling, Pa.; E. K. Thompson, Peacock, Brooklyn, N. Y., and A. P. Wilson, Wilson, N. Y. Quarter million producers were: Kate Berkman and M. I. Durland, Gottschall, Chicago; E. G. Bruck, Karsch, N. Y.; A. M. Bruder and Vera S. Reynolds, Hobbs, Chicago; M. S. Coons, St. Louis; M. Earl, Dewitt, N. Y.; C. S. Fray and Helen Summy, Kansas City; L. C. Johnston, Washington; Ann Raffman, B. Davis, N. Y.; Vera Sundelson, Sundelson, N. Y.; M. T. Swann, Pedrick, N. Y.; T. Vik, Milwaukee, Wis.; and Frances Wolfe, Gierhart, N. Y. Twenty-seven women qualified for the \$200,000 corps.

Among Equitable women who have gained eminence in the field are a number who have been left widows, with little or no insurance or other financial revision and whose personal experience enables them to speak convincingly of the need for protecting dependents. Others have chosen the profession because of greater freedom it offers over school, office or shop work.

U. S. Chamber Appoints Committee on Insurance



O. J. ARNOLD

WASHINGTON—O. J. Arnold, president Northwestern National Life, has been reappointed chairman of the insurance committee of the United States Chamber of Commerce. Other committee members are O. R. Beckwith, counsel Aetna Life group; S. Bruce Black, president Liberty Mutual; B. M. Culver, president America Fore group; L. J. Dougherty, former president Guaranty Life of Davenport; H. T. Freeman, president Manufacturers Mutual Fire of Providence; J. C. Harding, Chicago, vice-president Springfield Fire & Marine; L. A. Lincoln, president Metropolitan Life; C. F. Liscomb, Duluth, president National Association of Insurance Agents; F. W. McAllister, general counsel Kansas City Life; J. S. Myrick, manager Mutual Life of New York in New York City; J. H. R. Timanus, assistant secretary, Philadelphia Contributionship; and W. B. Winter, president Atlantic Mutual.

Mr. Harding and Mr. Timanus are the two directors for insurance who were elected at the annual meeting of the United States Chamber held recently at its headquarters in Washington, D. C.

CENTRAL STATES LIFE CONVENTION



The Central States Life entertained 47 club members and guests at the annual convention held in St. Louis. President Alfred Fairbank outlined the progress during recent months and saluted the members for the 1938 gains in production of new business which are being made in the face of depressed business conditions.

President and Mrs. Fairbank received club members and guests Tuesday evening at a gala banquet. Short addresses commending the management and recent progress were given by two members of the board of directors, A. B. Elias, chairman of the board of the

Southwestern Bell Telephone Co., and Arnold Stifel, president of Stifel-Nicolaus, St. Louis and Chicago investment house.

The morning sessions were given to speakers selected chiefly from the ranks of the sales force.

Vice-president Strudell addressed the convention on "Social Security Through Life Insurance" with apt illustrations, pointing out that the social security act has proved to be an aid to the sale of retirement insurance and annuities.

G. P. Henderson, secretary and treasurer, delivered an address on "Life Insurance Reserves at Work," showing

how life insurance funds are returned to the very market from which they originate, thus fostering and developing enterprises which help support the community.

Jeff J. Raley, general agent at Little Rock, was proclaimed club president by virtue of being the largest personal producer in 1937.

Speakers outside of the Central States Life ranks were D. Howard Doane, of the Doane Agricultural Service; W. H. Van Sickler, general agent for the State Mutual Life in St. Louis; and William King, outstanding St. Louis life agent for the Mutual Benefit.

Philadelphia Association in Step to Check Critics

Succeeds in Cancelling Series of Radio Broadcasts; Benner Talks on National Conditions

PHILADELPHIA—C. H. Orr ended his administration as president of the Philadelphia Association of Life Underwriters with the announcement the organization's newly formed public relations committee already has secured cancellation of a four-week radio program assailing life insurance, after conferences with studio officials. J. H. Reese, Penn Mutual, heads the committee.

The slate headed by P. F. Murray, Penn Mutual, was elected by acclamation. Mr. Murray appeared on crutches, due to a muscle injury while playing ball. Other officers elected were: H. H. McBratney, Provident Mutual, first vice-president; I. R. Barton, Sun Life of Canada, second vice-president; M. W. Lammers, Continental American Life, treasurer. An engraved gavel was presented to Mr. Orr, National Life of Vermont, the retiring president.

Membership Increase

The Philadelphia association ended the season as one of the few associations in the country showing increased membership. Mr. Orr announced that the court-room sketch, "Trial of John Q. Agent," would be repeated by the Philadelphia group at Ocean City July 7 and also possibly at the Houston annual meeting of the National Association of Life Underwriters.

Mr. Murray, the new president, was chairman of the agents' committee, general chairman fall sales rally, and general chairman Annual Message of Life Insurance observance.

In view of the recent liberalizing of bank supervisory rules to increase flow of credit to business, the address of C. L. Benner, vice-president Continental American Life, had significance. He formerly was a college professor of economics and is considered by real estate men one of the shrewdest, ablest mortgage investors in the country. He criticized the administration's economic policy. Low interest rates do not cause borrowing, he claimed. No one will borrow money, no matter how low the interest rate, he said, unless he thinks he can put it to some use which will enable him to pay the money back and make profit for himself.

Price Level Declining

The government's "pump-priming" monetary policy will not lead to inflation, he said. In spite of the 20 billions increase in national debt and dollar devaluation, the price level today is rapidly declining to a level of the early '30s. Stagnation of business and deflation in spite of the big spending and deficits, are more to be feared. The government, while able to manufacture money and bank deposits, has not been able to make the money circulate. In order to secure business recovery it is essential to have velocity or turn-over of money and bank deposits, Mr. Benner contended.

The charge that capital is on strike is absurd, he said, for it never goes on strike if it can earn anything.

Life companies this year have three to four billions more to invest, and all are "sitting up nights and getting gray hairs looking for investments, but we can't find any place to put the money," he said.

"Until costs go up, prices will not go up. So long, then, as we have seven or eight million people out of work, there is no justification for a rise of labor costs until these idle men are once put back to work at the prevailing wage scales. In fact, to raise the wage scales, when men are out of work, tends to perpetuate unemployment and is deflationary in character—a fact which this

Secretary of Canada Life Completes 35 Years



J. H. DOMELLE

This month J. H. Domelle, secretary of the Canada Life, celebrates the completion of 35 years of service with that company. It was in 1903 that he made his first connection with the company, several years after the head office was moved from Hamilton, Ont., to King street, Toronto. In October, 1916, he was appointed chief accountant and in January, 1920, became assistant secretary. His present title of secretary was received in June, 1930.

Business Greatly Increased

Commenting on the growth of the Canada Life since the turn of the century, he stated that in 1903 its business in force was slightly over \$95,000,000. Today it stands at more than \$800,000,000. He pointed out that, from \$27,000,000 then, the assets have grown to exceed \$250,000,000.

When Mr. Domelle joined the company, policies were engrossed by specialists in Old English script and all receipts and notices were in longhand. As a junior, his duties brought him into contact with many phases of the business. No carbon copies of letters were kept, and it was one of his first duties to make a record of correspondence by an elaborate process of dampening a completed letter and putting it into a letter press. To find correspondence, it was necessary to keep a very intricate cross index which Mr. Domelle describes as a work of art.

Just as the technique of selling has changed greatly in the past 35 years, so Mr. Domelle has watched the transition of office systems from hand to mechanical methods, enabling a staff to handle a much larger volume of work more efficiently.

administration has failed to comprehend during its entire term of office.

"There must be a real bank credit expansion initiated by commercial and business borrowing and not solely by governmental borrowing before we can have any inflation. Today, although bank deposits stand at practically an all time high, bank credit loaned out for business purposes is lower than it was in the depths of '32 and '33. So long as this condition obtains, you need fear no inflationary price rise. Danger of runaway price inflation, despite the government's monetary policy, is almost nil.

Hint of Demoralization

"Of course, no government can continue as ours has for the past five or six years to borrow such huge sums of money and remain solvent. But this does not mean that even if such borrowing is continued we will have a run-away price inflation. It may well mean that

(CONTINUED ON PAGE 15)

In the Spring the Young Man's Fancy

Seldom Turns to Life Insurance.

But in the Fall, The Old Man's Thoughts

Always Turn to Life Insurance.



Now

Nearly 3,000,000 Policies

and

Over \$600,000,000
Life Insurance in Force

The NATIONAL LIFE AND
ACCIDENT Insurance Co., Inc.



HOME OFFICE, National Building, NASHVILLE, TENN.
C. A. CRAIG, Chairman of the Board, W. R. WILLS, President



THE SHIELD COMPANY

California State Association Holds Annual Meeting

J. V. Hines, Sacramento, Elected President; C. E. Bell Vice-president

OFFICERS ELECTED

President—John V. Hines, Sacramento.
Vice-president—Clark E. Bell, Los Angeles.
Secretary-treasurer—S. C. Gibbons, Stockton.
Executive Committeemen—Northern California, C. W. Peterson, San Francisco; Southern California, J. H. Cowles, Los Angeles.

By A. V. BOWYER

SAN FRANCISCO.—Endorsement of the principle of agency examination and qualification for agents in California was the highlight of the opening session of the annual convention of the California State Association of Life Underwriters. Adoption of a resolution endorsing a qualification requirement came after some rather heated discussion and embodied within it the provision that such legislation should not be presented to the legislators until proper conference had been held with all organizations or representatives of company groups that might be affected by such requirement. Inclusion of the conference provision was made following suggestions by Commissioner S. L. Carpenter, as to the advisability of such procedure so that when the proposed legislation was presented, there might be a "united front" and desire for such a regulatory qualification measure. The 13 associations comprising the association had previously individually gone on record as favoring such a qualification and examination requirement.

Another highlight of the opening session was an amendment to the by-laws changing the annual election to June instead of October.

Presidential Address

In his presidential address, J. H. Cowles of Los Angeles pointed out that "there is a definite challenge to all those interested in the life insurance business today" and that the state body can act as a repository of ideas and that through the state association it is possible to poll the thought of life insurance men throughout the state on any subject. He further pointed out that in his opinion the state association should not take over any functions which can be carried on by local associations, but that it should stand ready to assist the local associations in any way possible.

The report of the membership committee showed a total of 1,393, the largest ever enjoyed by the state body.

The report of the extension committee presented by Robert Murphy, Lincoln National Life at Sacramento, called for formation of a number of additional local groups, following a survey, which had been made. The association voted to secure from the insurance commissioner a list of all licensed life men for use in membership and "good practice" work.

The caravan committee covered the work of the Los Angeles and San Francisco associations in presenting programs before other outlying associations.

The legislative committee report was presented by Kellogg Van Winkle, Los Angeles, and occasioned the action on agency qualifications. An amendment to the California law limiting payment of commissions to agents on life insur-

ance on the lives of relatives of the first and second degree of consanguinity may also be presented as the result of this report.

"Planning a Year's Work," was the subject of O. Sam Cummings, president of the National association; "Co-operation between Local, State and National Associations" by H. K. Cassidy, manager Pacific Mutual, San Francisco; and "Highlights of a Year as President of a Local Association" by A. A. Dewar, manager of the Equitable of New York at Los Angeles, retiring president.

There was a panel discussion for incoming officers and committeemen of the local associations with the following program: "Aims and Objectives of an Underwriters Association" Alex A. Dewar, retiring president Los Angeles Assn.; "A New President's First Job," V. T. Motschenbacher, president-elect, San Francisco; "Conduct of Meetings," C. F. Thompson, retiring president Stockton; "Board Meetings," Wray Eggleston, C. L. U. president, Sacramento; "Budget Program and Annual Sales Congress," Jos. Charleville, managing director, Los Angeles; "Programs," George Mortensen, retiring president Oakland-East Bay; "Co-ordination of Activity of Local Associations with Objectives of the National Association," H. Kenneth Cassidy, membership chairman, San Francisco; "Membership," Ron Steven, president Pasadena; "Attendance at Meetings," Kellogg Van Winkle, Los Angeles; "Publicity," Roy Ray Roberts, Los Angeles; "Program for Future Leadership," Karl L. Brackett, San Francisco.

Commissioner Carpenter's Address

One feature was a luncheon at which S. L. Carpenter, commissioner of California, was honored guest. Referring to Mr. Carpenter's retirement on July 15 to become general manager of the Pacific Fire Board, President Cowles called upon Karl L. Brackett who presented a resolution expressing the regret of the 13 associations over his resignation.

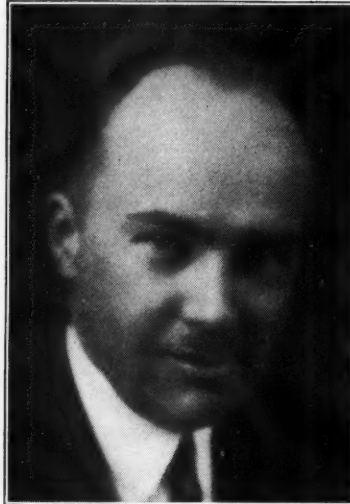
In his address Commissioner Carpenter said "The day has passed, in my humble opinion when legal reserve life insurance can longer afford to hide its light under a bushel. The public seeks information and enlightenment. That should come from authoritative and qualified sources. A holier than thou attitude of dignified silence can only result in dissemination of improper and misleading propaganda."

He pointed out too "This is the day of new ideas, new thinking and new processes. Old institutions, unless builded upon a solid foundation, known to the public, will fall in public importance and in public support. Free thinking times promote and encourage so-called free-thinkers who, in addition to free thinking are inclined toward free talking and free writing. Old institutions and old methods, in the language of the street have 'two strikes against them' in such periods, are apt to be misinterpreted and misrepresented. History shows that in days of revolutionary thought and practice there is a tendency to swing away from the conservative, the safe methods, and adopt new and unique methods of accomplishing things. You should ever be on the alert to see that wave does not engulf you. You owe this to yourselves, your companies and the public. It is not a one man job, it is an association job."

Pre-Convention Meetings

Prior to the opening of the general meeting a meeting of the executive committee was held and also a meeting of the directors. The executive committee is composed of the officers of the association and two executive committeemen, one representing northern California and one representing southern California. Those in attendance were J. H. Cowles, Provident Mutual, Los Angeles, president; J. V. Hines, Minnesota Mutual, Sacramento, vice-president; Karl L. Brackett, John Hancock Mutual, San Francisco, committeeman representing northern California, and C. E. Bell, New

Out for Secretary



LARA P. GOOD

The San Diego Life Underwriters Association is sponsoring the candidacy of Lara P. Good for the position of secretary of the National association at the Houston convention. Mr. Good, who has been a Chartered Life Underwriter since 1928, is manager of the ordinary agency of the Prudential at San Diego, and has also made a record as a personal producer, averaging more than \$600,000 per year for the five years preceding his appointment as manager in 1930. He has served on a number of committees of the National association.

York Life, Los Angeles, committeeman representing southern California.

The meeting of directors, which is composed of the presidents of the 13 local associations throughout California, was attended by Insurance Commissioner S. L. Carpenter, F. V. Keesling and F. V. Keesling, Jr., as well as Philbrick McCoy attorney of Los Angeles. Mr. Keesling, Jr., who prepared the articles of incorporation for the association, served the meeting in a legal capacity while Mr. Keesling, Sr., and Commissioner Carpenter gave the meeting the benefit of their advice and counsel on a number of legislative proposals which were before the group.

New State Officers

John V. Hines of Sacramento, new president, during the past year served as vice-president and has been a member of the legislative committee for the past two sessions of the legislature. He has also been active in affairs of the Sacramento association, serving as president in 1932 following a term as vice-president. He was one of the organizers of the general agents and managers' association of Sacramento, serving at the present time as treasurer. He has been general agent of the Minnesota Mutual Life at Sacramento since April 1, 1924. Previously for four years he was district agent at Sacramento for the Massachusetts Mutual.

Clark E. Bell, inspector of agencies of the New York Life in charge of the south Pacific department, covering southern California and Arizona, new vice-president, served as an executive committeeman during the past year and has been active in affairs of the Los Angeles association for a number of years. He is a past president of the General Agents & Managers Association of Los Angeles. Mr. Bell entered the life insurance business in San Francisco in 1905. In 1911 he was transferred to Sacramento as an agency organizer, and was made agency director of the Sacramento agency in 1915, serving until 1920 when he was transferred to Los Angeles, being named inspector of agencies in that territory in 1921.

(CONTINUED ON PAGE 14)

Old Line Holds Its 23rd Annual Agency Meet

150 Attend Sessions at Green Lake Staged by Milwaukee Company

By HOWARD J. BURRIDGE

GREEN LAKE, WIS.—Leading producers of the Old Line Life of Milwaukee met at Green Lake, Wis., this week for a three day agency convention. Including wives and home office officials, there was a group of 150. It was the twenty-third meeting of the kind in the company's 28 year history. Agency Director Paul A. Parker was in charge as general chairman. He kept all of the convention activities moving along at an interesting pace.

With assets over \$20,000,000, surplus more than double its capital, and insurance in force approaching the \$80,000,000 mark the Old Line Life has achieved a position of prominence in its home state. Last year, President John E. Reilly reported, it ranked fifth among the 44 companies, operating in Wis-



JOHN E. REILLY, President

consin in the amount of new premiums written, and sixth in total volume. In addition to its life business, the company operates a fully developed accident and health department.

It was the third Old Line convention held at Green Lake. Most of the company's business is written in Wisconsin, Minnesota and Illinois, and Green Lake is within easy driving distance for most of its big writers. The convention days consisted of business sessions in the morning, and various forms of recreation in the afternoon. Assistant Agency Director F. J. Chandler opened the first session by outlining the general plan of the convention. He called special attention to the display of the company's advertising, sales aids, novelties, etc.

Mr. Parker announced the convention theme as "Every representative a successful business man or woman." He said that, in line with the general trend, the Old Line is now seeking quality business rather than quantity. He referred to the improvements which the company has recently made in its agency contracts; its new sales manual, direct mail plan, judgment proof policies, and liberalization of the settlement options.

President Reilly's subject was "Per-

(CONTINUED ON PAGE 14)

Connecticut Mutual Prize Winners Grow



MICHAEL A. SCHWARTZ

M. A. Schwartz of the Fraser Agency, New York City, won the Chase Cup for leading the Connecticut Mutual in paid volume during the qualification period. This is the fifth time that he has won the trophy. N. C. Willis, Houston, who led in lives, won the president's cup. The Steiner cup for conservation of business went to the Stein Brothers, Davenport, who had a 100 percent persistency record on their business for the past two years. John L. Hall, Rutland, led the first year agents in lives and for this received the H. M. Holderness award. For leading the first year men in volume, A. L. Lanphear, Chicago (Williamson & Wellbeloved), was presented the Regan Cup. The P. M. Fraser Cup went to A. J. Weber, Chicago (Fohr), who led the second year agents in volume. S. Y. Newcomb, Los Angeles (Northington), was awarded the west coast general agents' trophy for leading the west coast representatives in volume. The Lyter award went to G. C. Coulson, Pittsburgh, who had the most outstanding record of the supervisors.

A particularly impressive event at the regional meetings was the induction of those who earned membership in the "Dependables" during the past year. Organized in 1936 by V. B. Coffin, second vice president and superintendent of agencies, membership in the "Dependables" is predicated on one factor: that the agent himself establish a financial objective that will comfortably meet his requirements, and that he will then proceed to earn enough commissions to satisfy his financial objective.

Bureau Rules Discount Rate Not Deductible Item

WASHINGTON, D. C. — Requirements of some states that the full amount of premium must be credited to premium account as of due date of premium do not form an adequate basis for deduction as interest, in a life company's income tax return, of discounts allowed policyholders for payment of premiums in advance of due date, it was ruled by the internal revenue bureau.

In order to secure a deduction for interest, it was held in an opinion by J. P. Wenchel, the bureau's chief counsel, the company must actually have an indebtedness on which interest is payable, which is not the case with respect to premium discounts. Further, it was pointed out, the usual allowance for advance payment runs only from 1 to 1½ percent a year, much less than the rate of interest applicable to actual indebtedness.

The bureau's opinion was rendered in response to a request for advice, in

which it was pointed out that while some companies grant discounts on advance premium payments, some states require the full amount of premium to be credited to premium account and the discount must be made up from earnings, it being contended that the discount should be allowed as an interest deduction in determining net income.

The bureau ruled, however, that the discount cannot meet the test of indebtedness and is not deductible.

Embry Agency's Biggest Day

The biggest day in its history was experienced June 24 by the A. M. Embry agency of the Equitable Society in Kansas City when, on the last day of a month's campaign to celebrate the 14th anniversary of Mr. Embry's unit managership, agents turned in over 200 applications.

During the campaign 1,276 applications for \$3,615,000 of business were submitted. Five of the ten high men were new agents.

Adolph Kastner, father of Ralph H. Kastner, associate counsel American Life Convention, died at his home in Council Bluffs, Ia., following an operation. The father was connected with the John Deere Plow Co.

LATE ASSOCIATION NEWS

Columbus, O.—New directors elected at the annual meeting include F. R. Ackland, Massachusetts Mutual; H. K. Casterton, Midland Mutual, and J. H. McCullough, Union Central.

The directors elected R. K. Zimmer, Pacific Mutual, president and V. C. Smith, Equitable Society, vice-president. E. D. Miller, Penn Mutual, was reelected secretary and J. B. Davis, Penn Mutual, treasurer.

Kokomo, Ind.—The guest speaker was C. V. Haworth, superintendent of schools of Howard county. Officers were elected as follows: President, S. G. Hall, Wisconsin National Life; vice-president, John McClamrock, Mutual Life of New York; secretary, M. E. White, John Hancock; treasurer, Rollie Benson, National Life of Des Moines; committeeman, L. T. Boyd, Equitable of Iowa.

Philadelphia—The Edward A. Woods Company, Pittsburgh general agent for the Equitable Society, has requested the association to present the play "The Trial of John Q. Agent" at the annual meeting of the company July 7 at Ocean City, N. J.

Marshalltown, Ia.—Hugh Ziegler, former Marshalltown general agent and

now president Fort Dodge Life association, spoke on "What Are the Characteristics of a Successful Life Insurance Agent?"

New officers elected are: President, W. F. Runion, Prudential; vice-president, C. A. Gustafson, Yeomen Mutual; secretary-treasurer, H. C. Tipton, Northwestern Mutual; national committeeman, H. M. Livingston, Mutual Life.

Cleveland—At the season's last board meeting L. A. Haggerty, retiring president, was presented a bouquet of roses, that being his 25th wedding anniversary.

St. Paul—Jack Lauer, Cincinnati, chairman Million Dollar Round Table, advised life men to take an active part in civic movements, become leaders if possible and advertise themselves to the public at every opportunity.

"Work along the easiest lines, even though this may be contrary to the common recipe for success," said Mr. Lauer. "Work on your friends and relatives; in fact, sell anyone who can qualify for life insurance."

Mr. Lauer also spoke in Minneapolis.

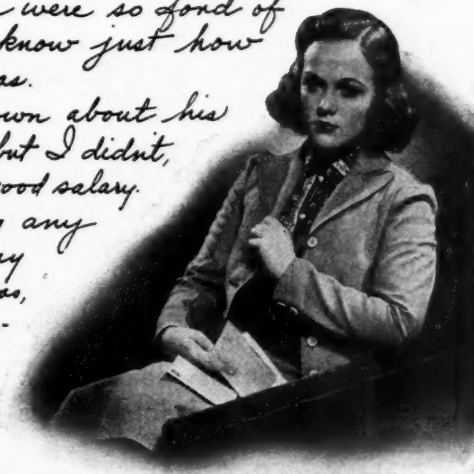
Miss Elizabeth H. Arnold, 23, daughter of the late H. B. Arnold, who was president of the Midland Mutual Life, died suddenly in her apartment in New York City, where she was studying voice. Mrs. Arnold was preparing to leave Columbus for New York to join her daughter when news was received of her death.

Thank you, Libby, for writing me as you did. At times like that, friends do help. It was good of you to speak so kindly of Father. He was a wonderful man. And because you were so fond of him, I want you to know just how wonderful he really was.

Mother may have known about his affairs before he died, but I didn't, except that he earned a good salary. At the time I wasn't doing any thinking. Apparently my little brother, Jimmy was, though—I found out afterward that he told his teacher he was going to work to take care of mother.

At any rate, a few days after the funeral, a life insurance man who had been a friend of Father's came to see us, to explain what Father had done. It seems there was one policy which paid cash enough for all the bills, with some to spare. Another policy gives Mother an income every month for life. And there were two more policies. One will put Jimmy clear through school, and help him a little longer till he gets a job. The other gives me enough money to graduate, and a little income afterward, so I'll never have to ask the man I marry for pocket money.

And that's the kind of man he really was, Libby. He was kind and loving to us—but he was a great deal more than that. Mother says "thoughtful," in the true meaning of the word. And I guess she's right.



The security of our families is our first desire. But—most of us must work and save for that security. What if something happens to us before we have worked and saved long enough? There is only one answer: life insurance as a part of our savings program. For life insurance provides an estate even for an untimely death—a monthly income for the widow, an education for her children. And for the man who lives, it provides old-age independence through

NWNL
AN ANCHOR IN AN UNCERTAIN WORLD

what depression has shown to be the safest of all financial institutions, the life insurance company. NWNL's depression record has been particularly impressive. Your NWNL agent, who is trained and equipped to arrange your insurance as it should be done, represents one of America's strongest and safest life insurance companies.

Northwestern National Life Insurance Company, O. J. Arnold, President, Minneapolis, Minnesota.

This is a reproduction of NWNL's latest national magazine advertisement.

VIEWED FROM NEW YORK

By R. B. MITCHELL

J. M. Hughes to New York

Executive Secretary Boston Life Underwriters Leaves to Take Similar Position with Larger Organization

NEW YORK—John M. Hughes, executive secretary of the Boston Life Underwriters Association, has been appointed managing secretary of the New York City Life Underwriters Association. Mr. Hughes has been executive secretary of the Boston association for four years and before that was with the General Exchange Insurance Co., insurance affiliate of General Motors. He had charge of 16 employes operating in Massachusetts, Vermont, New Hampshire and Rhode Island.

Mr. Hughes succeeds E. M. Derby, who resigned to become general manager of the Fifth Avenue Association of New York City.

Luther Makes Lantry Supervisor

K. A. Luther, general agent Aetna Life, New York City, has appointed T.

F. Lantry as supervisor in the full-time department. Mr. Lantry has been an agent for the Aetna since 1934 and has consistently qualified for the Leaders club and for the Aetna's regional conventions.

Mr. Lantry was graduated from Notre Dame in 1930. Going to New York City, he became a junior engineer for the New York Edison Company. He later joined the former John C. McNamara agency of the Guardian Life of New York in New York City.

Discuss Proposed Code

Members of the joint legislative committee on insurance law revision were in session at Albany, N. Y., with representatives of the insurance department Friday, going over a number of features of the proposed new code. The views of the committee as agreed upon so far as Articles 1 to 5 are concerned, are set forth in a supplement, and the same course will be followed shortly as to Articles 6 and 7. The articles reviewed and made public deal respectively with: definitions-penalties; organization of in-

surance department; administration and procedural provisions; organization, licensing and corporate procedure of insurers and, assets, investments and deposits. Article VI concerns agents, brokers and adjusters, and Article VII relates to the insurance contract.

Chairman Piper has stated his intention of holding public hearings on different features of the code at various centers throughout the state, the initial meeting to take place at Buffalo shortly. Later meetings will probably be held at Watertown, Glens Falls and other cities.

In a prefatory note addressed to insurance companies doing business in New York and other persons interested, Assemblyman R. Foster Piper, chairman of the joint legislative committee for the recodification of the insurance law states that in order to receive consideration, any memoranda in reference to Articles I-V must be filed with the insurance department's New York office not later than July 18 and copies of such memoranda must also be filed with the joint legislative committee at the same time. The committee's address is room 439, state capitol, Albany, N. Y.

Hopes New Draft Is Final

Superintendent Pink, in a foreword states that the department hopes that the changes enumerated in the supplement represent the final draft of the revision.

"Everyone has been urged to make suggestions and a full hearing has been granted to all," Mr. Pink stated. "This method of procedure will be continued

as far as it can be during the coming year. We are, however, approaching the final wind-up and it is our belief that a practical, workable and revised code can be presented to the legislature for adoption at the next session.

Efforts to Simplify Draft

"Professor Patterson and our departmental committee have been working almost continuously for the past six or eight weeks in an effort to further simplify and shorten the law. The proposed changes . . . represent what we hope will be the final draft. With the continued cooperation of the legislature, the industry and the department we can produce an insurance law which will be worthy of the state and a credit to the institution of insurance."

Mr. Pink expressed appreciation for the cooperation the department has received from the joint legislative committee and from the industry itself. A great deal of time and effort has been spent by the committees of the various branches of insurance in constructive criticism and in making helpful suggestions, he said.

New York Solon Arrested

Edward S. Moran, Jr., a member of the New York Assembly for 11 years, upon its insurance committee and also upon the joint legislative committee on insurance law revision, was arrested June 24, charged with bribe-taking from the executives of two large taxicab concerns. Pleading not guilty, Mr. Moran was released under \$10,000 bail.

QUALITY, SERVICE and SAFETY FIRST

In 1905 when the INDIANAPOLIS LIFE INSURANCE COMPANY was organized, the pledge of its officials was "To Keep Quality, Service and Safety First."

For its Third of a Century in business, the Company has adhered strictly to this pledge. The Company's record verifies the wisdom of this course.

During the Eight Year Period from December 31, 1929, to December 31, 1937, for example—

ASSETS INCREASED 95%
SURPLUS INCREASED 103%

INSURANCE IN FORCE NOW TOTALS
APPROXIMATELY \$107,000,000.00

Complete life insurance service — Modern policies, Children from birth, Adults to age 65. Specialized selling plans.

Splendid Agency Opportunities at this time for capable men in Indiana, Illinois, Ohio, Texas, Iowa, Michigan, Minnesota, California.

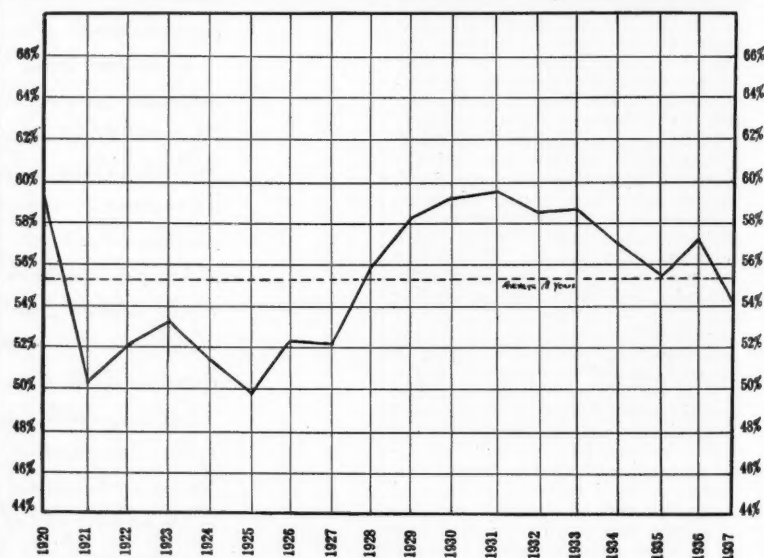
INDIANAPOLIS LIFE INSURANCE COMPANY

A Legal Reserve Mutual Company

Edward B. Raub, President

A. H. Kahler, Supt. of Agents

Mortality Lowest in 10 Years



By W. J. ISAAC

In 1937 the companies experienced the lowest average ratio of actual to expected mortality since 1927. It was also the first time since 1932 that the average ratio was below the mean for the period 1920-1937.

In the graph the heavy black line indicates the year-by-year fluctuation, while the dotted line shows the average for the past 18 years, which was 55.3 percent. From 1921 to 1927, the yearly average was considerably below the mean for the period, the lowest point being 1925. From 1927 to 1934 the yearly average was considerably above the mean for the period.

Following the influenza epidemic in 1919-1920, the mortality rate dropped, but rose slightly in 1922 and 1923 when the disease recurred. The lowest mortality ratio was reached in 1925 (49.88 percent). From 1925 to 1931 there was a steady rise in the ratio except for 1927. The high point was reached in 1931 (59.54).

"Good times" seem to have a definite bearing on the average. Before 1929 the ratio was climbing and then tended to

level off before decreasing from 1931 to 1935. Following better business in 1936, the average rose but dropped to the low of 54.3 percent for 1937.

Suicide among jumbo risks in 1929-31 was not a serious factor in increasing the ratio. In 1928 the ratio rose 3.74 percent while in 1929 the rise was only 2.32 percent and from 1928 to 1930 the total rise was only 3.28 percent, which was in itself less than the rise shown in 1928.

The average has been computed by taking the 50 largest companies and averaging their ratios on ordinary business only. It does not include mortality on annuitants but does show the trend at the present time. This increasing lengthening of life was no doubt an important factor in the decision to adopt higher annuity rates as of July 1, 1938.

All figures used in the calculation have been taken from the 1938 Unique Manual-Digest or previous volumes.

W. W. Watson, president of the Boston Life Underwriters Association was taken suddenly last week to the Wyman House, Cambridge Hospital, Cambridge, Mass., for an appendectomy.

AS SEEN FROM CHICAGO

CANADA LIFE IN NEW QUARTERS

The Chicago branch office of the Canada Life under Manager Berrien Tarrant moved this week from old quarters which it had occupied for 40 years or more into five modern offices in the Field building. Mr. Tarrant is one of the younger managers of Chicago, and has a fine background of training, experience and accomplishment. John Stuart, Chicago, a director of the Canada Life and president of Quaker Oats, was a visitor at the house-warming. Many general agents, managers, supervisors, leading agents and policyholders also looked over the offices. Mr. Tarrant arranged a reception room which serves to push the mechanical and clerical details of his agency into the background. The office is newly furnished throughout. Mr. Tarrant has been in the business since 1932, being first an agent, then in 1933 becoming assistant-manager of the Connecticut General's branch in Chicago. He was appointed manager by the Canada Life last November. Much of his time has been occupied with reorganizing the office along modern lines, attending the company's agent conventions and making a number of trips to the home office in Winnipeg. However, he has started the nucleus of an agency force and will build soundly but aggressively. Mr. Tarrant is especially able in selection and training of agents, and getting them quickly into production. His office also has good facilities for brokerage, which will play an important part in development of his office.

ZIMMERMAN AGENTS ON CRUISE

A lake cruise in a 68-foot power cruiser was conducted this week by C. J. Zimmerman, Chicago general agent Connecticut Mutual, for his agents at an anniversary party. The agency completed the first year under his direction June 16. A number of friends were guests. A dinner was held in the evening on shore at which V. B. Coffin, vice-president and superintendent of agents, was the guest of honor and gave a talk. About 40 were on the lake cruise in the afternoon and more than 75 attended the dinner. Arrangements were made by W. H. Siegmund, manager brokerage department, who is a lieutenant in the U. S. naval reserve and secured the officers mess in the naval armory for the dinner.

SCOTT AT KIWANIAN MEETING

D. J. Scott, Chicago manager of the Sun Life of Canada, who is a prominent Kiwanian, is in San Francisco where he attended the international convention of Kiwanis Clubs. He is president of the downtown Chicago Kiwanis Club. He will return to his office about July 6.

HUGHES' FIRST ANNIVERSARY

E. W. Hughes, general agent Massachusetts Mutual Life in Chicago, is being tendered a luncheon Friday of this week by members of his agency in honor of his rounding out his first year in Chicago. The entire week was known as Hughes Week. At the luncheon he will be presented with a large number of applications that were secured during that period. Mr. Hughes prior to coming to Chicago was a general agent for the company in St. Louis for one year and before that a general agent in Rochester, N. Y., for 12 years.

FORM INSURANCE CAMERA CLUB

The Insurance Exchange Camera Club was formed at Chicago, the first officers being: President, Frank S. Coffin, Moore, Case, Lyman & Hubbard; vice-president, John Webb, Conkling, Price & Webb; secretary-treasurer, Janet Murray, Pearl Assurance. Meetings will be the first Monday of each month in the Chicago Board auditorium, save in July, which will be the 11th. This will be print criticism night. Interested persons are invited to attend.

Membership fee is \$1, the roster being limited to 100. Twenty-five joined at the organization meeting. Salons will be held occasionally, one being planned to open Nov. 1, final date for entry of prints being Oct. 25. Pictures will be judged by qualified judges who are not members of the club.

BRENNAN AGENCY PLANS OUTING

The G. H. Brennan agency of the Fidelity Mutual in Chicago will hold an outing at Elmhurst Country Club there July 13 celebrating the third anniversary. His is the fourth agency to qualify for the annual agents convention at Asheville, N. C., in September. Mr. Brennan's office meeting all requirements by March. His agency is fourth country-wide to date this year and Mr. Brennan stands 10th in personal production.

CLEARING HOUSE IS MOVED

The Chicago Clearing House Mutual Life of New York, of which W. G. Warren is manager, is now located in new quarters at 134 South La Salle street. Former quarters were 134 North La Salle street. Mr. Warren started with the Mutual Life more than 35 years ago and has been manager since January, 1926. He started with the company working in various towns throughout southern Illinois. His first connection in Chicago was with the Central Illinois collection office in 1911 as cashier. Later he went east as inspector of agencies, operating out of New York City. In 1914 he returned to Chicago when Darby Day, Chicago manager, appointed him cashier and in 1926 became manager of the clearing house.

Assistant Manager F. M. Phillips has been with the Mutual Life over 30 years. In 1917 he was appointed assistant manager under Mr. Day and two years later became cashier. He has retained the two titles.

LORRAINE SINTON IS HONORED

A woman had never attended nor addressed the managers' school of the Life Insurance Research Bureau. Members were given a special treat and Miss Lorraine Sinton, sales promotion manager Paul Cook agency, Mutual Benefit Life in Chicago, received special recognition when she addressed that organization in Chicago. Miss Sinton is the author of "Practical Prestige Building" and has distinguished herself by her editorial accomplishments. For a number of years she edited "The Pelican's Squab," house organ of the Mutual Benefit Chicago agency. She is also one of the six women chartered life underwriters in the Chicago chapter. In her talk Miss Sinton quoted excerpts from letters received from general agents, supervisors and agents as to practical uses to which her book had been put in various companies and agencies and outlining the variety of ways the book has acted as a factor in improving public relations.

INDUSTRIAL

John Hancock Compensation

New Features Included, Effective July 1, to Meet Requirements of New Law in Massachusetts

BOSTON—Meeting the requirements of the new three-year lapse law in Massachusetts applying to industrial agents of life companies, the John Hancock Mutual Life has adopted a new plan of compensation for its weekly premium agents, effective July 1.

"With the changed and unusual conditions which prevail throughout the country, the company, by means of this change in its compensation plan, offers the opportunity to its agents more sat-

isfactorily to meet these conditions and further improve service to policyholders," its statement says.

"The plan embodies a number of new features. A commission basis is provided for compensation for collections on the weekly premium debits, except on the smaller ones where a salary basis is continued. For acquisition of new weekly premium and monthly debit ordinary insurance there is a commission based on cumulative gross increase in first year premiums, and for conservation of outstanding insurance the plan provides a conservation bonus.

"Renewal commissions on new ordinary insurance have been increased. There is also provided an increase in first year commissions on the larger amounts of new insurance. In practice, the new plan will enable the agents to experience a more level income."

Monumental Life Changes

W. J. Garcher, formerly manager of the Monumental Life at Gary, Ind., has

been promoted to manager of Chicago District 1. W. Sofka, formerly assistant manager in Gary, becomes manager; G. Kraus, formerly assistant manager at Louisville, is made manager in Indianapolis and R. Rimbey, formerly assistant manager at Beaver Falls, Pa., manager in East St. Louis.

Debit Accumulation Form

John Hancock Issues Contract with Provisions Similar to Those in Ordinary Plan

The John Hancock announces a new monthly debit accumulation fund policy, which will be issued in amounts of \$500, \$600, \$700 and \$800. Premiums are payable at the home on a "debit" basis similar to monthly debit ordinary insurance.

The policy provides for acceptance by the company at its home office or district office of deposits in excess of premiums, which may be used for: (1) To

Public Relations Sounds Like Lobbying

But the bond of confidence which has been forged by the Great Southern in its relations

with its more than 125,000 policyowners is a far different thing.

The loyalty of Great Southerners for their company is surpassed only by their fighting faith in the institution of life insurance.

We invite inquiries from those interested in associating themselves with our company.



E. P. Greenwood
President

GREAT SOUTHERN LIFE INSURANCE COMPANY

Home Office

Houston, Texas

SELLING

Any Art Depends

SKILL IS ACQUIRED ONLY

Companies, Managers and Supervisors are worried because not enough of the men they so carefully pick are able to make a living selling Life Insurance. Hence they think they are poor pickers.

Not so, say the experts. Says H. G. Kenagy:

"We cannot hope to pick potential successes by any selection plan now available. The reason is that a very large part of an Agent's success depends on the training and supervision he gets from his Manager. Our job is to so thoroughly drill our men in those things which they will encounter along the sales track that we can guarantee the results under fire."

In his booklets on "Agency Training", Abner Thorp, Jr., says:

"What we must have in our Agency training today is drill and rehearsal—drill and rehearsal—drill and rehearsal. A number of specific skills are involved in selling Life Insurance: skill in getting referred leads, skill in fact-finding, skill in securing interviews under favorable conditions, skill in detecting Insurance Situations—skill all along the line. *These skills must be taught.*"

The late, great Knute Rockne was known to the public for his motivation technique, but he was probably best known among the boys he developed for his incessant, continuous, persistent insistence upon *drill, drill, drill* in the fundamentals of kicking, blocking, tackling, running.

Drill in Practice Clinics

Practice Clinics are the standard method of developing a football team, a baseball team, a musician, a painter, a lawyer. It was the standard method used by John H. Patterson, the man who built the National



Cash Register Company and father of most modern selling methods and strategy.

As used in Agencies, a Practice Clinic is a small group of Agents rarely more than 4, who have banded themselves together under the leadership of a Manager or Supervisor to discuss freely and frankly their common problems; to rehearse and drill themselves in the essentials of prospecting, selling and servicing, and to criticize and be criticized in their attempts to master the techniques of the job. *These Practice Clinics must not be confused with group discussion in Agency Meetings.* One is for the purpose of inculcating skills in small groups through drill and rehearsal. The other is generally for the purpose of imparting information. In the one you acquire skills and in the other knowledge.

Advantages of Clinics

If Managers will but take over the Practice Clinic idea, which has been used so long and so successfully elsewhere, and will use it consistently with both new men and old men, they will find these advantages:

1. It is *less expensive* and requires *less time* than field coaching because from three to five men can be coached and rehearsed simultaneously.
2. It permits *concentration* upon any single phase of the prospecting or selling technique, which can be rehearsed over and over again until correct habits have been formed.
3. It permits *limited group criticism*, thus preventing hostility against the Manager or any one associate.
4. It is *interesting* because the roles are varied; the Agent is on the spot on one occasion but has a chance to criticize someone else next time.
5. It permits *regularity of training*, for a definite hour each week can be set aside for a Clinic.
6. Finally, it permits *active participation by the Agent, the only method by which skill can be learned.* Reading his lines does not make a skilled actor; nor does watching someone else act accomplish the purpose although it helps; *skill in acting comes only from many rehearsals under competent direction. It is exactly the same with Life Insurance selling.*

Clinic Users Are Enthusiastic

Following are statements made to the Life Insurance Sales Research Bureau at Hartford or to The Diamond Life Bulletins by Managers who have established Clinics in their Agencies:

"This is the finest bit of technique I have ever found for teaching men how to close. It is priceless in training new men."

"By using the Clinic or rehearsal plan I have been able to save three

THE DIAMOND
420 EAST FOURTH C

AN ART ed s Upon Skill NLBY DRILL AND PRACTICE

or four of my old men who had slumped badly. They are now producing regularly and they give all the credit to the 'rehearsals'."

"My unit prior to beginning our Clinic ranked fifth among seven districts. Within three months it moved into first place and has stayed there ever since."

"It is impossible to relate the many splendid results of the Clinic. We cannot possibly over-emphasize the beneficial effects of drilling. Principles may be understood, but technique can be developed only through drill."

Clinic Outlines and Directions

One of the chief reasons why more Agencies do not use the Practice Clinic for training both new and old men is that heretofore there have been *no Outlines containing directions for conducting Clinics*. Every Manager knows that skill in selling is necessary; every Manager knows that skill can be developed only through rehearsal and drill; and every Manager has heard of Clinics. But, there has been no place where he could get *definite instructions for holding Clinics*.

This lack has been remedied. The Diamond Life Bulletins is now supplying a continuing series of "*Outlines for Clinics*".

Over 150 Practice Clinics using these "Outlines" are already in operation. Furthermore, many of those holding such Clinics are reporting on results, difficulties, new methods and techniques, and The Diamond Life Bulletins plans to make available to each member of "The Council for Clinical Research" special free bulletins on the subject.

A Standard Text Recommended

If one is going to drill for skill in doing something it is obviously advisable to use the best method. The habit of doing and saying the *right thing* is as easy to acquire as is the habit of doing and saying the wrong thing.

How can one know what is right? Furthermore, is the thing that is right for one man right for another? The answer is "No". What, then, to do?

The best thing is to choose a text which gives *the various methods of the most successful men*. Such a text must fulfill these requirements:

1. It must be *loose-leaf*, which makes possible continual improvements as new methods develop.
2. It must be *inexpensive*.
3. It must be as *brief* as possible and yet fully develop the ideas.
4. It must cover all *essentials* of the job.
5. It must not tell what *could* be done or *ought* to be done; it must tell *what is being done by successful men*.

The "D. L. B. Agent's Service", edited by A. R. Jaqua, and published by The Diamond Life Bulletins, completely meets these requirements—

and the valuable "Clinic Outlines", referred to above, are based upon this text.

Question: Does the success of a Practice Clinic depend upon the use of any particular text?

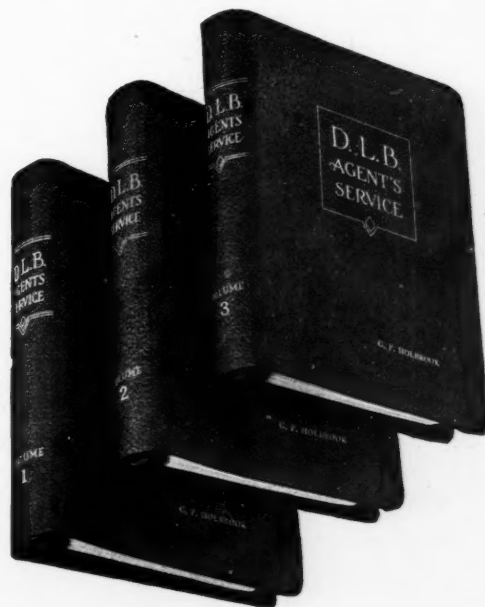
Obviously, the answer is "No". If you want to run a Clinic without this text, you can do so. But, our recommendation is that you purchase a set of the D. L. B. Agent's Service (on ten days' approval if you wish), and then you'll get the booklets on Agency Training — (pictured in the lower left-hand corner of the opposite page) — and the "Clinic Outlines" *free*.

If you would prefer to examine the booklets on Agency Training first, we will lend you a set with the understanding that you will *return them in ten days* should you decide not to order the D. L. B. Agent's Service. Our reason for offering to lend a set of these booklets instead of giving them to you is that we printed only a limited edition and our supply is getting low. However, it is our wish that every Manager and Supervisor shall have an opportunity to read these booklets if they care to do so.

As stated above, the "Outlines" are *free* to Managers or Supervisors who are subscribing to the D. L. B. Agent's Service. The first year's subscription rate to the Service is \$15 cash or \$16 on the time-payment plan, \$5 down and \$1 a month for eleven months.

The *time* to start a Practice Clinic is *now*; we'll show you *how*. So why not dictate a note immediately, asking us to send you a set of the "D. L. B. Agent's Service", the five "Agency Training" booklets and the first eight "Clinic Outlines"?

This is *not* just another publisher's stunt. It is a sound, practical method of training now in actual operation in over one hundred and fifty Agencies — something you really should consider carefully.



ND LIFE BULLETINS
RTH CINCINNATI, OHIO

pay premiums; (2) to shorten the term of premium payments; (3) to mature the contract. Interest at not less than 3 percent a year will be credited semi-annually.

Non-forfeiture values are established starting at the end of second or third year. Disability identical with ordinary insurance will be granted at extra premium ages 15-55, male; ages 20-50, female. Accidental death benefit provision will not be granted. Premium rates per \$500 unit are:

\$500 Debit Accumulation Fund					
20			20		
Age	Ord. Pay	Life	Age	Ord. Pay	Life
20	.93	1.37	22	1.17	2.21
21	.95	1.39	23	1.24	2.24
22	.97	1.42	24	1.31	2.27
23	.99	1.44	25	1.38	2.30
24	1.01	1.47	26	1.45	2.33
25	1.04	1.49	27	1.52	2.36
26	1.06	1.52	28	1.59	2.39
27	1.09	1.54	29	1.66	2.42
28	1.12	1.57	30	1.73	2.45
29	1.15	1.60	31	1.80	2.48
30	1.18	1.63	32	1.87	2.51
31	1.21	1.66	33	1.94	2.54
32	1.24	1.70	34	2.01	2.57
33	1.28	1.73	35	2.08	2.60
34	1.32	1.77	36	2.15	2.63
35	1.36	1.81	37	2.22	2.66
36	1.40	1.84	38	2.29	2.69
37	1.44	1.89	39	2.36	2.72
38	1.49	1.93	40	2.43	2.75
39	1.54	1.97	41	2.50	2.78
40	1.59	2.02	42	2.57	2.81
41	1.65	2.07			
42	1.71	2.12			

Opens New District Offices

Life of Virginia has opened a district office in Fredericksburg, Va., for weekly premium and ordinary service, with G. L. Robinson, Jr., as manager. He was formerly an assistant manager in Charleston, S. C.

A district office has been opened in Winchester, Va., with G. B. Masters as manager. He was formerly an assistant manager in Baltimore.

Attempt to Organize Richmond

RICHMOND, VA.—Life agents of Richmond were invited to attend a meeting in Labor Temple Thursday night to discuss the formation of a local industrial and ordinary insurance agents union, an American Federation of Labor affiliate. Some agents declined the invitation but a number of them accepted. Labor organizers said agents in Washington and elsewhere had organized.

California State Association Holds Annual Meeting

(CONTINUED FROM PAGE 8)

C. W. Peterson, manager of the Phoenix Mutual Life at San Francisco, new executive committeeman, has served as president of the San Francisco association and also as president of the General Agents & Managers Association of San Francisco, which organization he was active in forming following his arrival in San Francisco from the Pacific Northwest a number of years ago. This year he served as general chairman of the 1938 northern California sales congress. S. C. Gibbons, manager California-Western States Life at Stockton the past 14 years, and previously agent for that company in Stockton is the new secretary-treasurer. Mr. Cowles, executive committeeman is general agent Provident Mutual at Los Angeles. He has been a member of the board General Agents & Managers Association that city since 1934 serving as vice-president 1935 and president 1936.

President Hines announced the re-appointment of Roy Ray Roberts, general agent State Mutual at Los Angeles as chairman educational committee. The convention adopted an amendment to the by-laws raising dues of local association members from 25 cents to \$1 annually. Will set up a committee of past presidents.

Preston Hutchins, former supervisor of the Phoenix Mutual Life in Chicago and Buffalo, has left the field of supervision to take up personal production in the San Francisco Bay area with the C. W. Peterson agency.

NEWS ABOUT LIFE POLICIES

BY J. H. RADER

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and March respectively. PRICE, \$5.00 and \$2.50 respectively.

More Annuity Rate Increases

New York Life, Equitable, Mutual Life of New York and Provident Mutual in Announcements

The New York Life and Mutual Life of New York have announced new higher rates for immediate annuities, effective July 1. The Mutual Life's rate increase applies to immediate life annuities, refund annuities, joint and survivor and deferred and temporary annuities.

The Equitable Society's increases, also effective July 1, apply to life annuities, refund, special life and joint and survivor annuities.

Immediate Life Annuity

The New York Life is withdrawing as of July 1 the immediate life annuity with installment refund and after that date will issue an immediate life annuity with income payments guaranteed for a specific period. This form, applicable only to single lives, provides that if death of annuitant occurs during specified period the annuity payments are payable to beneficiary for balance of that period. This specified period for which annuity payments are guaranteed is 10 years for annuities issued at age 65 or less and shorter for ages above 65.

All present immediate annuity rates are withdrawn by the New York Life as of July 1. While the new annuity policies are participating, the company has not yet prepared any illustrations of dividends.

Illustrative rates of the New York Life are:

Price \$100 Per Mo. Income (Male)					
Life			Life		
Age	Ann.	Inc.	Age	Ann.	Inc.
40	\$2,356.80	\$2,380.30	63	\$1,363.20	\$1,487.50
41	2,316.70	2,342.00	64	1,319.60	1,452.70
42	2,276.10	2,303.50	65	1,276.30	1,418.70
43	2,235.10	2,264.50	66	1,233.30	1,385.30
44	2,193.70	2,225.30	67	1,190.60	1,352.50
45	2,151.90	2,185.90	68	1,148.40	1,263.50
46	2,109.70	2,146.40	69	1,106.70	1,229.80
47	2,067.20	2,106.60	70	1,065.40	1,168.60
48	2,024.30	2,066.80	71	1,024.70	1,135.10
49	1,981.10	2,026.90	72	984.60	1,073.90
50	1,937.70	1,986.90	73	945.00	1,040.60
51	1,894.00	1,946.90	74	906.20	980.00
52	1,850.10	1,907.00	75	868.00	947.10
53	1,806.00	1,867.30	76	830.60	915.20
54	1,761.80	1,827.60	77	793.90	884.40
55	1,717.50	1,788.20	78	758.00	854.70
56	1,673.10	1,749.10	79	722.90	826.20
57	1,628.60	1,710.20	80	688.70	798.90
58	1,584.20	1,671.80	81	655.30	772.80
59	1,539.70	1,633.80	82	622.90	748.00
60	1,495.40	1,596.30	83	591.30	724.50
61	1,451.20	1,559.40	84	560.60	702.30
62	1,407.10	1,523.10	85 up	530.90	681.40

*Guaranty period ranges down from 10 to 5 years.

Illustrative rates in the Equitable's new schedule at five-year intervals are:

LIFE ANNUITY					
Pur. Price for an Annuity of			Annuity Pur. by \$1,000		
\$100			An. Mo.		
Age	Ann.	Monthly	Ann.	Mo.	Monthly
20	\$2,743.40	\$3,351.54	36.45	\$2.98	\$3.58
25	2,626.20	3,210.90	38.08	3.11	3.73
30	2,492.60	3,050.58	40.12	3.28	3.93
35	2,343.20	2,871.30	42.68	3.48	4.18
40	2,179.80	2,675.22	45.88	3.74	4.50
45	2,003.40	2,463.54	49.92	4.06	4.88
50	1,816.10	2,238.78	55.06	4.47	5.35
55	1,620.40	2,003.94	61.71	4.99	5.97
60	1,420.20	1,763.70	70.41	5.67	6.81
65	1,219.90	1,523.34	81.97	6.56	7.92
70	1,024.60	1,288.98	97.60	7.76	9.37
75	839.60	1,066.98	119.10	9.37	11.28
80	669.80	863.22	149.30	11.58	

REFUND ANNUITY					
Age	Ann.	Monthly	Ann.	Monthly	Monthly
20	\$2,791.90	\$3,409.74	35.82	\$2.93	\$3.53
25	2,686.00	3,282.66	37.23	3.05	3.65
30	2,569.00	3,142.26	38.93	3.18	3.78
35	2,441.30	2,989.02	40.96	3.35	3.95
40	2,303.90	2,824.14	43.40	3.54	4.14
45	2,157.80	2,648.82	46.34	3.78	4.38
50	2,003.90	2,464.14	49.90	4.06	4.66
55	1,844.20	2,272.50	54.22	4.40	5.00
60	1,680.30	2,075.82	59.51	4.82	5.44
65	1,514.80	1,877.22	66.02	5.33	6.00
70	1,350.50	1,680.06	74.05	5.95	6.67
75	1,189.70	1,487.10	84.05	6.72	7.50
80	1,036.40	1,303.14	96.49	7.67	

SPECIAL LIFE ANNUITY

Guaranteed Annuity Payment per \$1,000 of Consideration

Inc. Payable			Inc. Payable		
M. F.	Ann. Mo.	M. F.	M. F.	Ann. Mo.	M. F.
20	\$31.63	\$2.62	50	\$40.78	\$3.37
25	32.23	2.67	55	43.79	3.62
30	32.99	2.73	60	47.70	3.94
35	33.93	2.81	65	52.84	4.36
40	35.11	2.90	70	59.70	4.92
45	36.58	3.02	75	68.95	5.68
50	38.43	3.18	80	81.60	6.73

Great-West Life Will Not Raise Annuity Rates

The Great-West Life of Winnipeg is one of the companies that has notified its agents it will not make any change in annuity rates. On the basis up to July 1, the returns from annuities taken out in the Great-West Life have been less than those of the standard companies using the same rates. With the increase in rates, however, the Great-West Life will have an edge.

Connecticut Mutual Juvenile

Announcement is made that the Connecticut Mutual will offer a juvenile contract. The new policy makes it possible to issue life insurance to children between the ages of 4½ to 9½. Juvenile insurance is available on three plans: endowment at 60, 20 payment endowment at age 60, and 20 year endowment. The contract provides for the usual maturity benefits and settlement options, dividends, a provision for loans and cash values, etc. The main point of difference is that prior to age 10, the amount payable at death is the sum of the premiums paid. At age 10, without evidence of insurability, the death benefit is increased to the face amount of the policy. A particularly interesting feature is the supplementary protective contract under which the company will waive premiums until the child reaches age 21, in event of the parent's prior death.

Richmond Group Elects

The General Agents & Managers Association of Richmond, Va., elected these officers: President, D. C. Little, Connecticut Mutual; vice-president, Spiller Hicks, Provident Mutual; secretary-treasurer, R. R. Rutledge, New York Life. The association now has 34 membership.

End Season in Denver

DENVER — The Denver Association of Life Insurance Managers & General Agents at its last meeting of the summer season discussed legislation and reviewed the association's activities. John Andrews, Union Central Life, is president.

Treasurer W. S. Hall of the Peoples Life of Washington, D. C., died Sunday at the age of 57. He was born and educated there and entered the employ of the company soon after he had graduated from high school.

Old Line Holds Its 23rd Annual Agency Meet

(CONTINUED FROM PAGE 8)

manency." He said that the dictionary definition of permanency—"continuing in the same state without changing in any way its form or character"—is also a good description of the Old Line Life. Mr. Reilly remarked that in its 30 year history the company has passed through six periods of financial depression, but

that at no time has it been forced to borrow money. He said that at present too many are allowing fear to cripple their business development. He concluded, "If we would exchange fear and distrust of business and government for faith and confidence, we would have the happiest nation under the sun. We have abundant natural resources and are fundamentally sound."

R. H. Wienecke, of the life, accident and health department of the Chicago agency of Stewart, Keator, Kessberger & Lederer told how and why the life agent can sell accident and health. He said in part: "Both cover loss of income. The same motivating presentations can be used. A. & H. is the ideal pre-approach for life. The A. & H. market is bigger because the average premium is smaller. It rounds out your service, cuts down competition, gives you the 'in.' The claim settlements you make build prestige. The sales frequency of A. & H. keeps you in the selling mood."

The Borden & Busse talking film, "How to Win a Sales Argument" was shown, and John H. Jamison of the Sales Research Bureau closed the first session with his talk on prospecting. Mr. Jamison defined prospecting as expert visiting. He gave several examples of how prospects can be uncovered in an easy conversational manner. He said that prospecting is getting news about people before it gets into the newspapers. No week should pass, he said, during which an agent does not have lunch at least twice with some one outside of the life business for prospect getting purposes.

The annual banquet Monday evening was in honor of the Star Leaders Club, membership in which necessitates the production of \$2,500 in new life and A. & H. premiums. This year 36 qualified, 27 percent more than a year ago. Agents in the F. W. DuBose agency, Milwaukee, and the N. G. Hartberg agency at Marinette, Wis., comprised 47 percent of the total membership. Mrs. Ruby W. Marsh of Milwaukee was especially referred to, she being the first woman to qualify for club membership.

Secretary W. J. Moore presided as toastmaster. J. R. Roets, Milwaukee, outlined the advantages of club membership. For the club year he had a persistency record of 98 percent and new premiums of \$10,000. He was the club's retiring president. His successor, F. W. DuBose, Milwaukee, spoke on "Size Up Yourself." It was announced that on last Saturday, President Reilly's birthday, the field force produced \$147,000 of life business and \$7,500 in A. & H. premiums.

At the session on Tuesday there was a sales clinic participated in by D. S. Chapman, Portage, Wis.; S. A. Kresky, Marinette, Wis., and S. H. Smith, Wausau, Wis., all of whom discussed and gave examples of prospecting. A playlet, "Two Men at 60," was presented by a cast consisting of H. R. Buckman, E. L. Jung and M. C. Wittenberg, all of the DuBose agency in Milwaukee. F. J. Chandler gave a demonstration of the Old Line's new charts and estate audit forms.

E. L. Carson, Wisconsin manager Equitable Society, gave the featured address of the Tuesday session. With "The Right Business" as his subject, Mr. Carson enumerated the questions an agent should ask himself when contemplating life insurance as a career. These he listed as: Is it permanent? Is it permanent for me? What are the sales possibilities? What income will it give me? Will I like it? Is it a business of which I may be proud? Which is the right company? Mr. Carson answered each question in detail.

The convention concluded with a farewell breakfast Wednesday at which Vice-president J. H. Daggett presided. Elmer Wheeler, president, Tested Selling Institute, spoke on "It's All in How You Say It." Agency Director Paul A. Parker summed up the convention, and outlined the company's objectives for the coming year. It was announced that the 1939 agency convention will be held in Milwaukee.

Tells New Policy of Organization as to Book Sales

(CONTINUED FROM PAGE 1)

that deal exclusively in such matters as they can from national headquarters. No longer is the retailing of books a service that the association, and the association alone, can provide for its members. Its withdrawal will in no case be a hardship to any of its members, but will actually increase the efficiency of this vital service."

Stock Sold Outright

The stock of the department was sold outright instead of being allowed to dwindle away, the announcement states, because the latter course could not be followed without seriously affecting service. The National association will continue from time to time to publish such booklets and pamphlets as it may deem serviceable to underwriters and associations throughout the country, but such publications will not in any way conflict with the services of other organizations.

"In brief," the announcement concludes, "the retirement of the National association from this now excellently supplied field means but one thing: a more intense concentration of its efforts in the various other educational activities which are of incalculable aid to life underwriters in their daily work."

Will Give Improved Service

While withdrawing from the book selling field, the National Life Underwriters Association by virtue of its new arrangement has provided for an improved service as THE NATIONAL UNDERWRITER has offices all over the country and will maintain a book stock in at least four of them—New York, Chicago, Cincinnati and San Francisco. This will facilitate the delivery of books with far greater dispatch outside of the New York City zone than heretofore has been the case.

THE NATIONAL UNDERWRITER entered the book publishing field about the same time as the National Association of Life Underwriters. It published books by J. A. Jackson, J. B. Duryea of San Francisco and several others. Later came a series of books called the "International Life Underwriters Library" published jointly by THE NATIONAL UNDERWRITER and the F. S. Crofts & Co. of New York City. D. Appleton Company published some life insurance books. One of the most notable and best sellers was "Business Insurance" by Leon Gilbert Simon, published by THE NATIONAL UNDERWRITER. THE NATIONAL UNDERWRITER offers to send books to members of the underwriters association on 10-day approval and to allow the same discount on quantity purchases as the association has given in the past. Information, prices and a list of selected recommended books including the C. L. U. textbooks will be sent on request.

George A. Patton Sees Public More Income Conscious

(CONTINUED FROM PAGE 3)

when a much more certain appeal would be the ever present danger of dying without sufficient insurance, he said.

Mr. Howell said the sales talk should

always be based on income rather than face amount since it is much easier for the agent and the prospect to think in terms of \$100 a month than of \$10,000 of face amount. Most people, he said, never had \$10,000 at one time in their lives and are likely to become confused in thinking what they would do about it.

Carl E. Haas, educational director of the Kee agency, stressed the value of the C. L. U. designation as a means not of making selling easier but of getting more effective results from sales efforts. It gives the sincere agent a greater opportunity to be of service, to conserve estates as well as provide them, he said. In this connection he mentioned the estate of a Wall Street millionaire whose estate shrank so much that it has just been declared bankrupt. The C. L. U. study course is the shortest cut to learning about settlement options and business insurance, he said, and it also enables the agent to present a far more interesting interview. Mr. Haas said the public is disappointed with a good many life agents and a great many persons feel they are not getting the service they should. As evidence of this he cited the number of fee counsellor outfits which have sprung up, to which the policyholders pay a substantial sum for advice.

Programs Mean Pleasant Interviews

A. Henry Schroeder said that programming is the only way to sell if an agent wants prospects to greet him pleasantly, cooperate with him and feel thankful that he has called on them. He said the average man has four types of investments: his business, his insurance, himself, and his family; and it is the agent's job to coordinate all these. Most men, he said, have no idea where they are going in respect to these four investments.

Other speakers were E. F. Cook, J. E. Kunken, C. O. Towley, H. M. Firestone, B. A. Haas, agency supervisor, and W. Reginald Baker. S. D. Bonner, agency organizer, was chairman of the sales conference session. Mr. Kee was toastmaster at the dinner meeting at which Vice-president Patton spoke.

Philadelphia Association in Step to Check Critics

(CONTINUED FROM PAGE 7)

we may run into a complete demoralization of our economic and business life and that out of such demoralization, the only types of investments which will prove of any value will be the more conservative types, such as the best secured bonds and conservative margined real estate mortgages. In other words, just such types of investments as are those contained in the portfolios of life insurance companies.

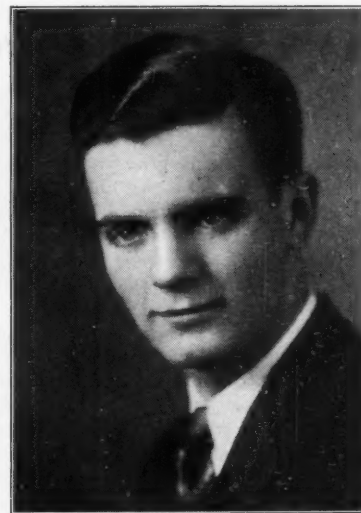
"One of the essentials of good investment management at any time and in any country is diversification. I hazard the guess that now, as well as in the future, the man who includes a goodly volume of life insurance—and I mean life insurance not the most costly of them all, term insurance—in his estate, not only for the purpose of protecting his dependents but also for looking after himself, will prove to have been the successful investor."

If government does not become more interested in enacting laws to help business, rather than to reform it, he said, and recovery does not come, "the results of prolonged governmental deficits will be a crash followed by economic chaos, not merely an inflationary price rise."

Father and Son Actuaries



J. CHARLES RIETZ



H. LEWIS RIETZ

H. Lewis Rietz, 26, Metropolitan Life actuarial department, has just completed his examinations for fellowship degree in the American Institute of Actuaries and the Actuarial Society of America. He was graduated from the University of Iowa in January, 1933, having se-

cured his bachelor of arts degree in 3½ years, in which time he made Phi Beta Kappa and Sigma Xi, honorary fraternities. He is the son of J. Charles Rietz, vice-president and actuary of the Midland Mutual Life, with headquarters in Columbus, O.

"Our Supplemental Agreement Service has made the purpose of life insurance secure"



STATEMENT BY A
VICE PRESIDENT OF THE COMPANY

Route 4, York
Pennsylvania
June 11, 1938

The Mutual Benefit Life Insurance Company
Newark, New Jersey

Dear Sirs:

When my husband died eight years ago, it was a question in my mind whether I could keep my family of four children together, but the fact that I was receiving life insurance at the time caused me to try to keep the family intact.

We have also kept our home, and even made great improvements in it, until now we have the modern conveniences to help make life easier. Had it not been for the insurance our home would have been sold. Because of the income benefits I received from your company I have been able to give my children the things they needed and also the things they desired. We have always had a car to go wherever we wanted. We could live healthily with proper food and wise medical care, though it was seldom needed. I was able to give the children books and music for their cultural enjoyment.

This spring one of my children graduated from college and will go on to medical school next year. Another has completed her first year of college, and still another will begin college in the fall. It is true through life insurance benefits that I have been able to keep my children and also to give them what they needed to fit them for life.

I cannot thank you enough for all you have made possible.

Most gratefully yours,

Mary M. Rietz

From an
Unsolicited
Letter

FOUNDED  IN 1845

The Mutual Benefit
LIFE INSURANCE COMPANY
NEWARK, NEW JERSEY

WITH COMMISSIONERS ON SAGUENAY

(CONTINUED FROM PAGE 2)

Elmo Walker, wife secy. Union Life; Mrs. Felker; L. K. Reilly, N. J. Comr.; C. A. Gough, deputy Comr., N. J.

Fourth row—R. J. Sterrett, atty. Equitable Society; Mrs. M. J. Harrison, wife of Ark. Comr.; Comr. Harrison; Miss Mildred Harrison; I. T. Townsend, vice-pres. Life of Va.

Fifth row—P. B. McHaney, spec. counsel Gen. Amer. Life; Mrs. McHaney; J. W. Simpson, supt. at large Sun Life of Canada; Mrs. L. H. Pink, wife of N. Y. Supt.; Supt. Pink.

EDITORIAL COMMENT

Alfred Hurrell's Contribution

THE DEATH of ALFRED HURRELL, vice-president and general counsel of the PRUDENTIAL, removes a great leader whose guidance was highly prized not only in his own company but among life companies generally. In the affairs of the LIFE PRESIDENTS ASSOCIATION no one took a more active interest or was more highly regarded for the soundness and far-sightedness of his opinions.

Yet it is as a personality rather than a counsellor of exceptional ability that Mr. HURRELL is recalled most vividly. He was a big man in all senses of the word and, what does not necessarily follow, he was also intensely human. As one of his associates said of him, he not only had many friends but he liked folks. And, as another of his friends has put it, "he talked the language of the tribe." A speaker of the greatest power and persuasiveness, he could make as polished a talk as any occasion could demand but his preference was always for the more salty, expressive language of the tribe which, though sometimes confused with slang, is incisive where slang is merely slipshod.

Many times in conferences Mr. HURRELL was able to illuminate the discussion with an appropriate anecdote, often from his own experience. Never one to coddle his ego, he did not hesitate to tell a story where the joke had been on himself. Nor did he seek to protect a reputation for infallibility by excessive caution when asked for an opinion. Frequently when asked what he thought about some subject, he would start off by saying, "Well, now, I'm just sort of thinking out loud," and then go on and touch on all the angles that occurred to him, clarifying his own thinking and aiding immensely in the deliberations of whatever conference he might

be in. When he came to a conclusion by this process the result was certain to be well thought out and based not only on whatever technical considerations might be involved but also on horse sense and a broad viewpoint.

At the home office Mr. HURRELL was accessible to all and his easy and friendly manner was the same whether he was talking to a fellow executive or the newest office boy. Many of his subordinates would take him into their confidence when faced with unusual personal problems and felt they wanted the opinion of an older man whose judgment they could rely on. Where the need was indicated he frequently helped out with something more substantial than advice and he had the rare gift of extending such aid with a graciousness that lifted up the recipient rather than humbling him.

As a civic leader, Mr. HURRELL gave his time as unstintingly as in his company and intercompany activities. When he was mayor of GLEN RIDGE, N. J., where he lived, he didn't rely on second-hand information as to what was going on in the town. Evenings would often find him at the police station or the fire-house, chatting with the men on duty. The chief of police was one of his good friends. It is not difficult to see why he was regarded as the first citizen of GLEN RIDGE and one of the first citizens of the state of New Jersey.

Of Mr. HURRELL, the LIFE PRESIDENTS ASSOCIATION's memorial said: "His labors comprise a record of broad vision, a human outlook, and a keen sense of justice and right, applied unstintingly in behalf of his company and in the advancement of life insurance as a whole."

An impressive statement, but Mr. HURRELL measured up to it in every respect.

New York State's Conflicting Roles

WITH NEW YORK state's labor department trying to impose collective bargaining—with its certainty of higher costs—on industrial companies and the state insurance department considering an expense limit to protect buyers of industrial insurance, it is far from fantastic to wonder if the opening skirmish in the inevitable clash between the rights of labor and the rights of the consumer may not be found in the insurance arena.

The insurance department, though most of its dealings are with the companies or their representatives, was not established for the benefit of the insurance business. Its purpose is to see that the public gets a square deal, for in a business so compli-

cated as insurance it is unsafe to rely on the usual commercial principle of letting the buyer look out for himself.

Section 97 of the NEW YORK insurance law and similar statutes in certain other states put a very definite ceiling on the acquisition cost of ordinary life insurance. The same expense ratio limitations have not been applied to industrial insurance on account of the necessarily higher expense of doing business. However, this does not mean that the industrial companies have been allowed to run wild. The New York department keeps a close check on the expenses of industrial companies' operations. A statutory expense limit for industrial would merely be putting into the law sub-

stantially what is now accomplished under the department's broad supervisory power.

The usual results of acquiescing to union demands are more pay for less work and greatly weakened powers of supervision by management. Entry of these conditions into the industrial insurance picture might easily boost insurance costs clear out of line with any reasonable standards. The burden of added cost would necessarily fall on the industrial policyholders. As far as the bulk of industrial business is concerned, there are no stockholders whose dividends can be cut. Possible reductions in home office salaries could do practically nothing to offset the increased cost in field operations.

In the showdown that must come be-

tween the interests of organized labor and the public, it will be interesting to see whether the state regards its first responsibility as being toward the public or toward the labor unions. In the typical labor union dispute the state can take a vigorous stand in protecting the rights of the working man and then duck the blame for the resulting higher prices to the public. It is a different story, however, with insurance. The state has the power to control the most important variable in the cost of insurance, namely, the acquisition expense. The outcome will indicate whether the state of NEW YORK gives first consideration to its citizens in general or to certain groups that are asking for special treatment.

PERSONAL SIDE OF BUSINESS

Commissioner Owen B. Hunt of Pennsylvania was awarded a master of arts degree at the commencement of the Byron W. King School of Oratory in Pittsburgh. The degree was only the third of its kind to be granted to anyone other than a graduate of the school in its 50 years.

On his return to Montgomery, hundreds of friends and associates of Frank N. Julian, Alabama superintendent, gathered to congratulate him on his election as president of the National Association of Insurance Commissioners. Mr. Julian said he would announce the committees shortly.

At the annual meeting of the Philadelphia Association of Life Underwriters, the presidency was given to Philip F. Murray. Mr. Murray is one of the chief personal producers in the home office of the Penn Mutual and has similar rank among agents in Philadelphia and its region. He has been a director, chairman of the agents' committee and general chairman of the committee for the "Annual Message of Life Insurance" for the Philadelphia body.

Before entering life insurance, Mr. Murray served in a managerial capacity for General Motors and other automobile companies. He is a past president of the Philadelphia Alumni Association of Worcester Polytechnic Institute.

W. E. Jones, assistant general counsel Northwestern Mutual Life, and Mrs. Jones were greatly relieved on the receipt of a telegram from their son, Warren, 17, that he and his cousin, John Baxter, survived without injury the wreck of the "Olympian" of the Milwaukee railroad near Sangus, Mont. They were on their way to spend the summer on their grandfather's ranch at Harlowton, Mont., about 200 miles west of where the crash occurred.

J. H. Daggett, vice-president Old Line Life, and J. A. Painter, farm supervisor, were on the Olympian when it left Milwaukee but got off at Aberdeen, S. D.

T. T. Wallace, president Great American Reserve, of Dallas, was elected president of the class in agency building conducted by the Life Insurance Sales Research Bureau at the Edgewater Beach Hotel, Chicago. He is one of the

youngest insurance presidents in the United States at age 33. He entered insurance as a life, accident and health salesman when 18, becoming a successful producer almost immediately.

In 1937, he organized the Great American Reserve, an old line legal reserve company writing life, accident health and hospitalization insurance. He has built a successful sales organization which is at the present time writing an average of 33 applications per month per individual salesman.

Ernest C. Milair, vice-president and secretary of George Washington Life of Charleston, W. Va., has returned to his office after an absence of about four months due to illness. He suffered a nervous breakdown last January, and was confined to his home under the care of his doctor and a nurse. He is now rapidly regaining health and energy, and fast picking up on his usual duties. Mr. Milair is well known among insurance officials, and has received many letters congratulating him upon his recovery.

R. O. Walter, 60, well known as an expert on annuities, and with the Equitable Society in Boston since 1905, died at his home in Auburndale, Mass. He was a past president of the Cornell Club, of the Boston Life Insurance & Trust Council and Boston Life Underwriters Association.

At the annual meeting of the Mercator Clubs of America at Wawasee, Ind., Homer A. Harrison, Cleveland, local agent, was elected second vice-president. H. G. Woodbury, secretary Reserve Loan Life of Indianapolis and vice-president of the Association of Indiana Legal Reserve Life Insurance Companies, was named treasurer.

C. C. Klocksins, legislative counsel Northwestern Mutual Life, is spending a brief vacation until after the Fourth of July with his family in the northern Wisconsin lake region to rest up from the strain of the last two months in Washington, D. C., during the session of Congress and to recover fully from the effects of an attack of ptomaine poisoning suffered while en route to Quebec to attend the convention of insurance commissioners. Taken ill on the train between Montreal and Quebec, en route from Washington, Mr. Klocksins was



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first removed to the Chateau Frontenac and later to a hospital in Quebec. Orville Ware, assistant legislative counsel, was also in Quebec attending the commissioners' meeting and personally took charge of Mr. Klocksins.

S. E. Port, 56, superintendent of the Prudential in Youngstown, O., died of a heart attack while attending a meeting of the Youngstown Association of Life Underwriters, shortly after speaking before the group. He had been in the insurance business in Youngstown since 1920, except for two years when he was superintendent of the Prudential at Warren, O.

Alfred Korbel, Milwaukee general agent of the Central Life of Iowa, who was second high man in May sales for his company, was once an ordinary seaman abroad an English vessel plying the east coast of South America, according to an article in the Milwaukee "Journal" by Gustave Pabst, Jr., financial editor. "Now a very dignified chartered life underwriter, Al once polished brass, scrubbed decks and cleaned out bilge pumps on the Lampert & Holt's lime juicer Linnell," the article says.

The name of **R. M. Owen**, for the past 25 years agent of the Penn Mutual Life in Salt Lake City, was omitted from the published list of living ex-presidents of the Utah Life Underwriters Association. Mr. Owen was elected president in 1920.

Mrs. H. H. Earle, wife of the Oregon commissioner, and daughter Vivian, who accompanied the commissioner to the Quebec convention, National Association of Insurance Commissioners, have returned to their home at Salem, going through Canada to Vancouver, B. C., staying a while at Lake Louise and visiting other points of interest en route home.

W. E. Hays, Los Angeles general agent New England Mutual Life, who

recently was made director of agencies at the home office, was presented an electric desk clock with attached pen set, by the Los Angeles Life Managers Club.

He expects to sever his connection with the Los Angeles office within the next week, spend two or three weeks on vacation, and assume his new duties at the home office Aug. 1.

Dr. T. C. Gibson, head examiner Salt Lake City branch New York Life, was honored at a supper, S. W. Sill, agency director, being master of ceremonies. The occasion was Dr. Gibson's leaving the company after 25 years' service. Many friends, including members of the medical office and field force of the Intermountain branch, attended, presenting a gift to Dr. Gibson.

T. F. O'Keefe, Detroit general agent Connecticut General Life, was elected vice-president of Optimist International at its convention in Los Angeles. Mr. O'Keefe, who is a past president of Qualified Life Underwriters of Detroit, is also past president of the Detroit Optimist Club and lieutenant governor of the fifth district.

H. Kennedy Nickel, star producer in the Chicago agency of the Connecticut General Life and a member of the Million Dollar Round Table, has been chosen as chairman of the campaign organization committee of the Evanston, Ill., Community Chest. On this committee will fall the chief responsibility of conducting the solicitation of funds to carry Evanston's 13 welfare agencies for the ensuing year. Mr. Nickel has been an active worker on the committee in years gone by.

William Higdon, son of **John C. Higdon**, vice-president of the Business Men's Assurance in charge of sales, returned to Kansas City from Texas last week after being gone a week. His parents thought he might have had amnesia or that he was out to see the country,

but in reality he was hiding in the trailer of two men who had stolen his watch in Kansas City. The watch was a keepsake, and he finally was able to recover it.

Miss Emily C. Coates, Travelers librarian, has been elected chairman of the Special Libraries Association, which met in Pittsburgh.

Miss Olivet Beckwith of the accounting department of the Aetna Life has become the first woman to be elected a fellow of the Life Office Management Association institute. Miss Beckwith, a cum laude graduate of Middlebury College with a master's degree from the University of Michigan, passed all the required examinations and wrote for her thesis "A Study of Agency Costs to a Company, and the Factors Which Would Improve the Expense Ratio." She will receive her diploma at the annual meeting in Montreal, in the fall.

Charles G. Smith, 52, manager of the New York state insurance fund since 1925, died of a heart attack at a New York hotel. Following graduation from Columbia University he was with the Metropolitan Life 1903-1907, subsequently serving with the California department, the Puritan Life and as actuary of the savings bank life plan of Massachusetts. He became assistant actuary of the New York department in 1916 and two years later was appointed actuary, resigning in 1925 to become manager of the New York state fund.

A son, **Arthur G. Smith**, is assistant general manager and actuary of the compensation insurance rating board of New York. C. G. Smith had been a member of the governing committee of the latter body for a number of years and at one time its chairman. He held membership in the Actuarial Society of America, Casualty Actuarial Society and other professional groups.

B. B. Gribble, actuary of the Nebraska insurance department, has passed the bar examination and is now entitled to practice law in Nebraska. He has been connected with the department for 13 years and the last nine he has been actuary.

Insurance Commissioner **John J. Holmes** of Montana was in Chicago this week enroute to his home at Helena, having spent considerable time in the east following the meeting of the National Association of Insurance Commissioners at Quebec. He was accompanied by his daughter, Peggy. He was formerly general agent of the Minnesota Mutual Life at Great Falls, Mont. Hence one of his missions in Chicago was to go to Hines Hospital and visit John Boyle, Chicago general agent of that company who has been confined there since the first of the year. He contracted a bad case of flu and it has developed into pleurisy. Mrs. Boyle is running the agency during his absence in magnificent shape.

Rex B. Goodcell, who will become insurance commissioner of California July 15, was born in San Bernardino in that state, Sept. 15, 1880. His parents were early pioneers of the state. He studied law with his father, Henry Goodcell, and was admitted to practice in October, 1901. He was admitted to practice in the U. S. Supreme Court in June, 1917. He was elected district attorney in San Bernardino county in 1910, and judge of the superior court in 1918. He resigned to accept the appointment of collector of internal revenue of the southern district of California, it being given him by President Harding. He resigned in 1926 in order to practice law in Los Angeles. He has given particular attention to corporation affairs and water litigation. He has been active in politics for many years and is quite a factor in civic and fraternal organizations. His son, **Rex B. Goodcell, Jr.**, is Los Angeles deputy city attorney. He is with the department of water and power in the city.

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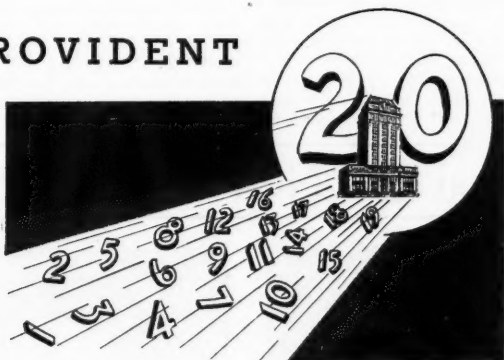
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NEWS OF THE COMPANIES

Now American Mutual Life

New Name for Yeomen Mutual Formally Adopted—President Hoffman Reports on Financial Status

American Mutual Life was officially adopted as the new name of the Yeomen Mutual Life at the annual meeting of the directors in Des Moines. The change in name has been under consideration for some time and was recently proposed to the policyholders, who voted their approval. As announced when the



A. H. HOFFMAN

new name was proposed, the change is in name only. The official staff and personnel will remain the same and all present company practices will be continued. "The name of American Mutual Life, in the opinion of the board, will be more representative of the company's field of operations," President A. H. Hoffman said.

In his report to the board, President Hoffman reviewed company progress for the last 12 months, particularly the substantial development of the agency organization. He also reported favorably on finances. "The financial condition of the company is now the best it has ever been," he said. "The past year our ledger assets increased \$1,226,371, bringing our total assets to \$27,740,102. The increase in ledger assets is represented largely by the increase in our bond account, due to purchase of municipal bonds with the excess of cash income over cash disbursements. The company is still recognizing the same policies as in the past and is restricting the bulk of its investments to good government and municipal bonds, which have proven themselves to be the prime investment both from the standpoint of safety and legality."

The company, which was organized in 1896, is now operating in 16 states, and since organization has paid over \$77,000,000 to policyholders.

Appeal American Life Receivership

LANSING, MICH.—Notice of intention to appeal the American Life order receivership to the state supreme court of the Ingham county circuit court has been filed by W. M. Brucker, former vice-president and chief counsel for the company and now representing its directors.

Occidental Life Drive

The Occidental Life of California has set a new goal for its sales force, beginning July 1, 1938, when the year for qualification in its Los Conquistadores Club begins. All agents and general agents qualifying for the club will be guests of the company at the Golden

Gate International Exposition in San Francisco in 1939. The convention will be held Aug. 14-16, 1939, at the Palace Hotel, San Francisco. Qualification for club membership is based on production and persistency records.

Start "Oslico Handicap"

The Ohio State Life is starting a sales campaign, July 1-30, known as the Oslico Handicap. There will be five classes, Futurity, Hopeful Stakes, Preakness, Honor Club Classic and President's Club Derby. The "racing stewards" are President Claris Adams, Dr. C. E. Schilling, vice-president and medical director, and H. C. Fetsch, vice-president and actuary.

Appeal on the Order

LINCOLN, NEB.—Five policyholders in the National Thrift Assurance appealed to the district court from the order of the department of insurance approving its merger with and reinsurance, along with that of the American Annuity Assurance with the Republic National of Dallas.

The appellants ask that the orders be set aside and that the assets and the home office be retained in Omaha. They seek an order of the court opening for their inspection the records, books and files of the company and that an independent audit be made by an accountant named by the court.

Bankers Life Building

The Bankers Life of Iowa has let the contract for the erection of its new home office building in Des Moines to A. H. Neumann & Brothers, Des Moines contractors. The cost is expected to be near \$1,500,000. Construction will get under way early this fall.

Application of the Great American Life of San Antonio for California license has been denied because the capital stock has no nominal or par value as required by California statutes.

The Pan-American Life has declared a dividend of 40 cents per share, payable July 1 to stockholders of record June 21.

AMONG COMPANY MEN

Makes Continuous Progress

J. E. Wills, Newly Appointed Manager Ordinary Department National Life & Accident, Had Excellent Training

NASHVILLE.—J. E. Wills, vice-president and newly appointed manager



J. E. WILLS

of the ordinary department of the National Life & Accident, went into the home office organization following his graduation at Vanderbilt University in 1922.

Starting in the agents' record division of the industrial department, he has since served as supervisor of agents' records in the ordinary department, as assistant secretary and assistant manager of the ordinary department, and was made a vice-president in 1934. He has been a director since 1926.

Mr. Wills' father, W. R. Wills, was one of the founders of the National Life & Accident, and has been continu-

ously one of its senior executives, having served as vice-president and later as president, and occupying now the post of vice-chairman of the board.

New Orleans Leader Dies

J. R. Nixon, member of the Aetna Life old guard, and a leading producer since he joined the New Orleans staff of Assistant General Agent Fred LeLaurin, in 1925, died there. Mr. Nixon's personal popularity was widespread throughout the middle west and south. He had the company title of "regionnaire," having qualified for every regional convention since these conventions were made an annual affair, ten years ago. He had already qualified for the 1938 convention, which is to be held in August. The New Orleans office is a branch of Gordon Campbell's Little Rock agency.

SALES MEETS

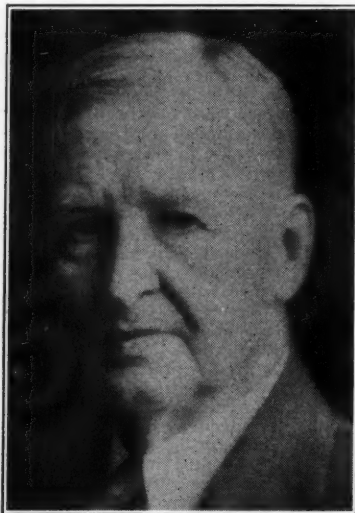
Agents Association to Meet

Plans for Big Northwestern Mutual Gathering in Milwaukee Are Announced

Theme of the annual meeting of the Association of Agents of the Northwestern Mutual Life at the home office in Milwaukee, July 25-27, will be "The Road to Success Is Known—Follow It!" There will be many innovations in the program this year, it being tuned to the times and designed to give practical sales aid. E. M. Lillis, Erie, Pa., general chairman, announced. Successful agents and outstanding guest speakers will present new selling ideas that work now.

Association officers are E. E. Cantrell, Springfield, Ill., president; G. B. Buckley, Charleston, W. Va., vice-president; T. W. Tuttle, Milwaukee, secretary-treasurer. A. E. Baker, Indianapolis, is honorary chairman. Other members are Harold Kaufmann, Minneapolis.

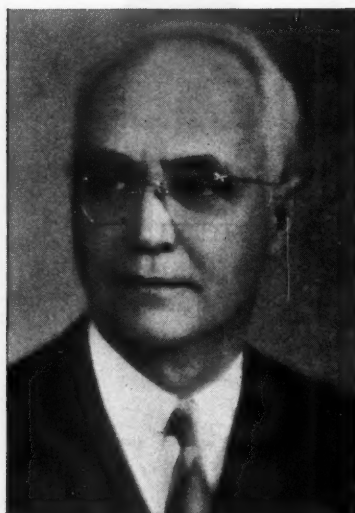
Northwestern Mutual Has New Treasurer



W. P. BEHLING

J. E. Birkhaeuser July 1 becomes treasurer of the Northwestern Mutual Life, succeeding W. P. Behling, who retires after 56 years' service. E. G. Scholl who has been with the department 32 years, becomes assistant treasurer.

Mr. Birkhaeuser went with the Northwestern Mutual in 1894 in the agency



J. E. BIRKHAEUSER

department. In 1898 he was transferred to the cashier's department and after 14 years in various capacities became assistant cashier in 1912. The title was changed to assistant treasurer in 1933.

Mr. Scholl's entire business life has been spent in the Northwestern Mutual's treasurer's department.

Mr. Behling is one of the oldest home



E. G. SCHOLL

office employees in point of service. Of the 56 years, he spent 41 years as assistant cashier, cashier and treasurer. He entered the company's employ in 1882 in the secretary's department. He became assistant cashier in 1897, and upon the death of J. W. Du Four in 1912, was appointed cashier, the title being changed to treasurer in 1933.

olis; Milton Koch, St. Louis; T. A. Lauer, Joliet, Ill., and C. F. Hibbard, Detroit. W. R. Chapman, assistant director of agencies, is assisting.

President Cantrall will preside at the opening session July 25. Grant L. Hill, director of agencies, will have charge of introduction of company and association leaders in the "Court of Honor" dramatized presentation in which agency department representatives will present winners from various territories. President M. J. Cleary will extend welcome and deliver his annual address on general conditions and their effect on life insurance.

Six Agents to Speak

There will be a friendship luncheon with G. B. Buckley, as chairman for agents attending for the first time. Six successful agents on the program the first afternoon will explain "Here's My Way," with Chairman Milton Koch presiding. The speakers will be A. F. Breher, St. Paul; Charles Beck, Toledo; F. D. Leete, Jr., Indianapolis; L. P. Schwinger, Waterloo, Ia.; G. M. Venable, La Grange, Ga., and C. L. Egbert, Kewanee, Ill. A talk on "There Is a Road" will be made by P. O. Farrel, vice-president and sales director Real Silk Hosiery Mills, Indianapolis. The annual ball and floor show will be that night, Thomas Lauer being chairman.

Charles Hibbard, Detroit, will preside the second morning. Four leading agents will talk, Ralph Hamburger, Minneapolis general agent, "What Have They Got That I Haven't Got?"; J. R. Mage, Los Angeles, on "Make Your Own Conditions"; A. G. Work, Detroit, on "Keeping in Step," and E. H. Earley, Brooklyn, N. Y., on "I Like These Times."

Harold Kaufmann will be afternoon chairman. There will be an original play by Laffin Jones, "Courthouse Dollars" showing legal aspects of incontestability of contractual dollars. N. S. Seefurth, Chicago tax adviser, will speak on "U. S. Highway No. 1." The banquet will be the second night, more than 1,000 agents and ladies being expected to attend. S. T. Swanson, general counsel, will be toastmaster and Tom Collins, Sunday and literary editor Kansas City "Journal-Post," main speaker.

Remainder of Program

A. E. Baker and T. W. Tuttle will be chairmen of the final session Tuesday morning. H. W. Shedd, Chicago, will bring echoes from the \$500,000 club breakfast, and Alden Smith from the C. L. U. roundtable. Mr. Smith of Nashville is president Northwestern Mutual Association of C. L. U. The business meeting and election will follow. E. R. Young, Jackson, Mich., will close with "Avoid the Detours," and Grant L. Hill will summarize the meeting in a talk on "The Road to Success Is Known—Follow It!"

This year the General Agents, District Agents and Special & Soliciting Agents Associations will hold their business meetings at luncheons the first day. The Half-Million Club will breakfast Tuesday and the C. L. U. association Wednesday. There will be a management session Wednesday afternoon.

Phoenix Mutual to Hold Coast Rally July 22-23

The Phoenix Mutual Life's regional conference for leading producers on the Pacific Coast will be held at Santa Catalina Island, July 22-23.

Following the Catalina conference, President A. M. Collins, Vice-president Albert Yost and Secretary George Cheney, with their wives, will spend some time in San Francisco before returning to the home office.

Other company officials to attend sessions at Catalina, which will include one day devoted to managerial conferences, will be D. Gordon Hunter, vice-president and agency manager; J. A. Giffin and Paul Zerrahn of the agency department. Mr. Zerrahn will also be in San

Francisco for a few days before returning to Hartford and will present an advanced training course on wills, trusts, inheritance taxes and allied subjects for the Peterson agency there.

Sales School in Michigan

The Thumb agency of the Ohio State Life held an outing and sales school on the Au Sable river near Oscoda, Mich., with General Agent C. W. Weeks of Port Huron in charge. Among those taking part were H. C. Fetsch, vice-president and actuary, and Supervisor H. D. Taylor of the home office in Columbus and E. H. Marshall of Detroit, Michigan supervisor.

Campbell's Training School

A life insurance training school was held by the Gordon H. Campbell agency of the Aetna Life, Little Rock, Ark., at Petit Jean Mountain state park, near Morrilton, Ark. It was in charge of Mr. Campbell, assisted by Foster Vineyard, assistant general agent at Little Rock, and L. E. Throgmorton, assistant general agent at Shreveport, La.

Attend N. M. Conference

ALBUQUERQUE, N. M. — Four executives from the home office of the Kansas City Life attended a conference here with E. O. Zander, state supervisor. In the party were W. E. Bixby, executive vice-president; J. F. Barr, vice-president and superintendent of agencies; J. A. Budinger, actuary, and Dallas Alderman, agency secretary.

Monarch Life Conferences

A conference attended by 15 general agents of the Monarch Life in the middle west was held in Chicago the latter part of last week for discussion of managerial problems and to make preliminary arrangements for a sales campaign which will culminate in the convention to be held at the home office in Springfield, Mass., Aug. 15-17, in connection with the dedication of the company's new home office building. Col. J. W. Blunt, vice-president; F. L. Merritt, manager of agencies, and Alan Crowell, agency secretary, were in attendance from the home office. A similar meeting for eastern general agents was held the first two days of this week at Ashfield, Mass., with about 20 in attendance.

Fort Wayne Awarded Trophy

The Fort Wayne, Ind., branch of the Union Central Life, of which S. W. McGill is manager, was awarded permanent possession of a trophy for winning a state-wide sales contest for the third year, at the annual picnic of Indiana agents at Lake Maxinkuckee, with several home office officials attending.

Guaranty Branch Meeting

Officers, directors and employees of the Guaranty branch of the Occidental Life, Davenport, Ia., held their annual picnic at the Springbrook Country Club near DeWitt, Ia., following a meeting of general agents and agents at which Lee J. Dougherty, vice-president and manager of the Guaranty branch, presided. Lester Roscoe of the home office, Los Angeles, spoke on "Conservation and Servicing of Old Policyholders."

Tri-State Meet in St. Paul

Agents of the Mutual Life of New York from three states attended the annual "field club" convention in St. Paul this week. Representatives were present from Minnesota, Wisconsin and North Dakota.

Life of Virginia Meeting

The Bradford Walker Club, composed of leading representatives in 1937 of ordinary agencies of the Life of Virginia, holds its annual convention this week at Atlantic City. Agency delegates, company officials and guests numbered about 75. The club was named for Bradford H. Walker, president of the company. The Bradford Walker

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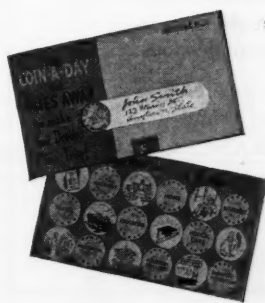
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AN "APP" A DAY THE CALEMETER WAY

trophy was presented to C. C. Ward, manager of the Rocky Mount, N. C., agency, leading agency in 1937. Officers of the club for 1938, selected on a basis of performance in 1937, are: C. C. Hall, manager Richmond agency, president; W. G. Peele, manager Williamston, N. C., first vice-president, and M. E. Bell, Baltimore, second vice-president.

A regional meeting was held June 23-24 at Harrisburg, Pa., by the George Wade agency of the Ohio National Life. Present from the home office were J. H. Evans, vice-president; Grant Westgate, assistant superintendent of agencies, and A. W. Theiss, manager sales promotion.

Commemorate Federation's 25th Anniversary July 15

The 25th anniversary of the founding of the Insurance Federation of Ohio will be commemorated with an all-day meeting at the Deshler-Wallick Hotel, Columbus, July 15. J. S. Drewry, Mutual Benefit Life, Cincinnati, is president of the federation; Russell M. Knepper, Columbus, vice-president and counsel; C. A. Wikoff, Columbus, secretary-treasurer, and Homer Trantham, Columbus, executive secretary.

The meeting will open with a luncheon, at which there will be outstanding

speakers. In the afternoon group meetings will be held. Mr. Drewry will preside over the life section; James R. Millikan, Cincinnati, general agent Fidelity & Casualty, the casualty and surety section, and B. G. Dawes, Eureka-Security, fire. Messrs Millikan and Dawes are both former presidents of the federation. There will be a banquet in the evening, followed by a business session, when officers will be elected, and entertainment.

W. T. Thorpe, agency superintendent of the Manufacturers Life of Toronto, who becomes chairman of the agency section of the Canadian Life Officers Association, is one of the younger agency executives in the Dominion. He has had 20 years' life insurance experience. He entered the head office of the Manufacturers Life in 1919 as a policy department clerk. Later he became cashier of the Toronto branch and in 1929 was made secretary of production clubs. He became agency superintendent in 1934. He has always taken a keen interest in agency management and supervision.

At its annual meeting the Canadian Association of Life Agency Officers was reorganized and has now become the agency section of the Canadian Life Insurance Officers Association.

LIFE AGENCY CHANGES

Ford Takes Oklahoma Post

American National's New Manager There Is Well Acquainted with That State

Will H. Ford & Son, for several years Galveston general agents ordinary department American National, who have been transferred to Oklahoma City as Oklahoma general agents, ordinary department, took charge there this week.

Will Ford is not a newcomer to Oklahoma. Although born in Gainesville, Tex., his family moved to Indian territory in 1896 when Mr. Ford was 5 years old and he received all of his education in Oklahoma. He started in life insurance in 1914 at Lawton, Okla., as an industrial agent of the Prudential. In 1915 he was made assistant superintendent in Oklahoma City and later served as superintendent at Topeka, Kan., and at Tulsa, Okla., where in 1921, with an organization of 54 agents, his district ranked No. 1 in the United States and Canada.

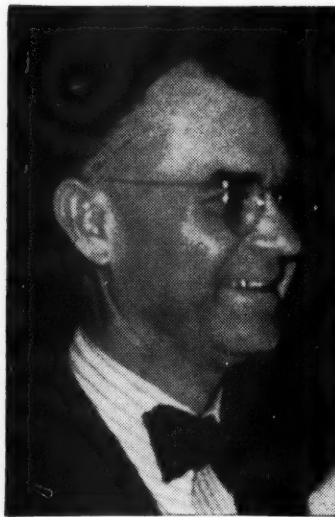
For a short time in 1923 he was with the National Reserve Life of Topeka, joining the American National as agency manager of the ordinary department, Feb. 1, 1924. He resigned as agency manager in 1929 and became home office general agent.

The past eight years his agency has produced about \$8,000,000, most of which Mr. Ford has written personally. In 1937 business up for renewal was renewed 99.6 percent.

His son, F. Morris Ford, is associated with his father in the Oklahoma agency. Headquarters are at 615 Midwest building, Oklahoma City.

Dr. Rock Sylvester, Wauwatosa, Wis., a trustee of the Northwestern Mutual Life, has been named president-elect of the American Medical Association.

Goes to Oklahoma



WILL H. FORD

Clover Goes to Kansas City

Penn Mutual Life Shifts Its General Agent at Wichita to Important Western Missouri Post

The Penn Mutual Life announces the appointment of Wayne Clover as general agent at Kansas City, Mo., to succeed E. M. Somerville, recently de-



WAYNE CLOVER

ceased. Second Vice-president Wallis Boileau, Jr., toastmaster at the agency dinner Saturday evening, presented Mr. Clover to his new associates.

Mr. Clover joined the Penn Mutual at Lingle, Wyo., in 1929, as a personal producer. He was transferred to Wichita, Kan., as general agent, in March, 1934. During the four years of his management in that city, he built a strong organization, and became prominent in the fraternity, not only of Wichita, but throughout Kansas. He is a past president of the Wichita Life Underwriters Association, chairman of the membership committee of the Kansas Association of Life Underwriters, and a member of the legislative committee of the National association.

Nicholls Gets Wichita Post

Wm. H. Nicholls, Jr., has been appointed general agent at Wichita, Kan., for the Penn Mutual Life, to succeed General Agent Wayne Clover, who has been transferred to Kansas City, Mo. Mr. Nicholls, living in Detroit, entered the service of the Penn Mutual in 1932 as an agent. He soon displayed instructional ability as well as that of a salesman, and in 1934 was appointed supervisor in the Seth W. Ryan Agency at Detroit, after attending the managerial school at the home office.

At an agency dinner Mr. Clover said farewell to his old associates, and G. D. Davis, assistant to the vice-president, chairman of the ceremony, introduced Mr. Nicholls.

Ryan Makes Staff Changes

R. M. Ryan, agency manager Equitable Society in Detroit, has made several changes in his staff. F. O. Wagner, assistant agency manager for four years, is transferred to Bay City as district manager for a territory including Flint, Bay City and eastern Michigan. Clyde Manion, former professional baseball player, who was in the big leagues 14 years and has been with the Equitable for 14 years, becomes assistant agency manager in Detroit.

New Setup in Dallas

The New England Mutual Life, which recently entered Texas and established state headquarters at Houston with F. G. Bray in charge, is expanding its operations in the state.

Mr. Bray announces the opening of a branch office in Dallas with Lyman E. King and Roy Redheffer in charge. Mr. King for the past eight years has been general agent of the company at Topeka,

Pure Protection LOW COST Life Insurance

(WHOLE LIFE POLICY)
No Cash Values

Life Insurance in itself is inexpensive

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GEORGE WASHINGTON LIFE INSURANCE COMPANY
of Charleston, W. Va.

LEE WARREN JAMES, PRESIDENT



Kan. He has been president of the Kansas Association of Life Underwriters and a member of the nominating committee of the National association. Mr. Redheffer has been a personal producer for the company in Kansas City for 15 years.

Davis Goes to Texas

Homer A. Davis, agency instructor in the Syracuse, N. Y., agency of the Equitable Society, has been transferred to Texas, becoming associated with general manager W. W. Klingman there. Mr. Davis was formerly assistant manager of mechanical sales for the Goodrich Rubber Co. at Dallas. His work in the state will be instructing new agents and engaging in field organization work.

Announces Albany Change

The State Mutual Life announces that the Harriman & Butler general agency in Albany is dissolved and that W. M. Harriman has become sole general agent there. Mr. Harriman, who was general agent in Albany prior to the time the general agency firm was formed in April, 1937, will head the office. He has been with the company as Albany general agent since his first connection more than 10 years ago, and has been in life insurance more than 17 years.

Born in Danbury, N. H., Mr. Harriman moved to Pittsfield, Mass., in 1920, spending seven years as agent there in two different companies. He attended Colby College. During his undergraduate days becoming interested in the hotel business, after graduation Mr. Harriman gained his first business experience running a hotel in Belgrade Lakes, Me.

S. L. Bowen at Rocky Mount

S. L. Bowen has been appointed supervisor of the Volunteer State Life at Rocky Mount, N. C. He graduated from Wake Forest College. He taught school for some years, being principal of a high school. He sold life insurance on a part time basis and then entered the field as a full time man.

Thorpe Nashville Assistant

R. Y. Thorpe, Aetna Life group manager at Cleveland, has been appointed assistant general agent in the H. B. Alexander agency of the Aetna Life at Nashville. He will assist in the added duties taken over by the Alexander agency when the Chattanooga general agency was merged with it.

Mr. Thorpe joined the Aetna Life in 1926 and served as group manager in the Nashville agency 1930-1935. He was home office group representative at Jacksonville, Fla., and Birmingham, Ala., prior to his Nashville and Cleveland appointments. He attended the University of North Carolina and was admitted to the North Carolina bar.

Worcester Manager Resigns

L. A. Tobie, manager Travelers, Worcester, Mass., has resigned to become treasurer of the Thomaston, Conn., savings bank. He is a former state bank examiner in Connecticut and was with the Hartford-Connecticut Trust Company in Hartford before entering insurance.

Ryde Appointed Supervisor

V. I. Ryde has been appointed supervisor of the Jones agency, general agents Connecticut Mutual Life, Indianapolis. Mr. Ryde started in the business in August, 1930, following graduation from Indiana University. He will devote his entire time to recruiting and training of a full time unit.

Grove Buffalo Supervisor

C. H. Grove, who joined State Mutual Life on April 2, 1936, in its Marysville, Ohio, territory, as district agent for the E. E. Hawkes office, Columbus, and who was promoted successively to supervisor in the Sandusky district office and to supervisor in the general

LEGAL RESERVE FRATERNALS

Emphasis on Lodges Urged

Hadley Gives Sound Advice at Fraternal Meeting in Milwaukee; Gov. La Follette Speaks

Fraternal benefit organizations will do well to keep in touch with their old practice of including lodge meetings and social aspect in their activities, S. H. Hadley, president Protected Home Circle, Sharon, Pa., past president National Fraternal Congress, said in discussing "Importance of Lodge Work" at the national convention of the National Mutual Benefit and Beavers Reserve Fund Fraternity in Milwaukee. He urged that fraternalists not lose sight of social features peculiar to their organization. A resolution was adopted recommending that officers engage a full time worker to revive and develop interest in lodge work and social activity.

Judge J. C. Karel, Milwaukee, president Equitable Reserve and past president N. F. C., spoke on "Prospects for the Fraternal Beneficiary System," saying competition in insurance is so keen that fraternalists must use sales methods comparable to those of old line life companies.

Secretary S. A. Oscar, Madison, said fraternalists should conduct an advertising campaign to acquaint the public with benefits of fraternal insurance. Reports were made by Judge J. W. Parsons, Antigo, president; H. J. Lowry, Madison, treasurer, and Dr. E. L. Mason, Eau Claire, Wis., medical director. Mrs. Anne B. McCracken, Union Grove, Wis., vice-president, was in charge of memorial services. These officers were later reelected, together with H. J. Lowry, Madison, assistant secretary; M. R. Munson, Prairie du Chien; H. W. Adams, Beloit; R. H. Burns, Ladysmith, and C. J. Gibson, Blaire, Wis., directors. Theodore Dilling, Fond du Lac, was renamed member of the grand council and advisory committee.

The United States will solve its present problems through integrity and intelligence of its people, and in doing so will set an example for the rest of the world, Gov. La Follette said in an address at the banquet.

"America is on the threshold of another great age of material opportunity which, I am certain, will come within our lifetime," he said. "We are going to blaze another trail that will do for our age what the trail blazed by the founders of the Republic did for their age and for the century and a half that followed. Life moves and it must move forward. The kind of government we develop depends upon our citizens."

He lauded the principles of fraternal-

agency at Columbus, was transferred to the Buffalo office in the same capacity after Mr. Hawkes received his appointment as general agent there on June 1.

Mr. Grove, who was born in McKeesport, Pa., 40 years ago, and who was in the air service during the war, went with Mr. Hawkes from a position as manager of a filling station in Marysville.

He is the third agent with Mr. Hawkes who has been elevated to field leadership. The first was O. M. McGee, now Toledo general agent. In September last year W. S. Hayes, who had been supervisor for Mr. Hawkes, was made Davenport general agent.

Hinchey with New York Life

SPRINGFIELD, O.—F. K. Hinchey, who has been with the Metropolitan Life 16 years, the last six as manager of the Springfield, O., district, has resigned to become a special agent of the New York Life here. Mr. Hinchey has had considerable underwriting experience, having been successively agent, assistant manager and manager with the Metropolitan.

ism and the importance of the contribution of life insurance in general to relief of the economic adversity. He also paid tribute to the work being done by life fraternalists, especially in the temporary depression.

Lieut.-Gov. H. L. Ekern, president Lutheran Brotherhood, Chicago insurance attorney and former Wisconsin commissioner, spoke at the banquet. He said "great as is the service of all life insurance, that of the fraternal societies adds yet another of incalculable value. They teach the basic virtues of loyalty to country, fraternity, of thrift and care of loved ones. The fellowship of fraternities develops those humble virtues which make for the best citizens and the best homes."

Organize Milwaukee Congress

MILWAUKEE—Organization of the Milwaukee Fraternal Congress was completed with adoption of by-laws and election of officers. O. R. Werkmeister, Modern Woodmen, president; John Prasser, Jr., Odd Fellows, vice-president; L. E. Packard, Knights of Pythias, secretary, and John Kohl, Elks, treasurer. The Eagles, Moose and Pilgrims are among other fraternalists represented in the congress. Purposes are to participate in civic affairs, further charity work and build better citizenship. Committees were named to arrange for a fraternal day at the Wisconsin state fair and to organize bowling leagues.

Voids Tax on Foresters

DES MOINES—District Judge Jordan ruled against the Iowa department's attempt to collect a 2½ percent tax on gross premiums of the Independent Order of Foresters. He ordered the state to return \$1,511 paid under protest by the Foresters. The state sought to col-

lect approximately \$1,300 more for 1937 taxes on the ground that such levies applied to out-of-state firms operating in Iowa. The Foresters contended the law exempts all fraternalists operating in the United States.

Carl C. Kunkle, 55, district manager at Alliance, O., of the American Citizens Life, died in a Cleveland hospital.

Seattle Life Managers Association Elects



HUGH S. BELL

SEATTLE—Hugh S. Bell, general agent Equitable of Iowa, was elected president of the Seattle Life Insurance Managers Association; W. Z. Robinson, Fidelity Mutual Life, vice-president; Robert Edmiston, Connecticut Mutual Life, secretary-treasurer.

WOODMEN OF THE WORLD

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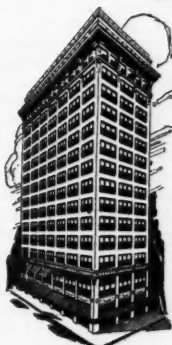
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NEWS OF LIFE ASSOCIATIONS

Political Activity Is Urged

Manchester, N. H., Sales Congress
 Speakers Stress Greater Interest in
 Office Holders, Inflation

MANCHESTER, N. H.—Agents were urged to participate more actively in politics to secure high grade candidates for office, and the possibility of an extreme inflation which would seriously affect life insurance interests was emphasized in addresses at the annual congress of the New Hampshire Life Underwriters Association here. Several speakers criticized present day conditions and trends.

R. P. Burroughs, Aetna Life, retiring president state association, assailed corrupt political office holders in national, state, county and municipal government as being in power only because high grade men refuse to enter the political arena. He said it was the duty of the association to check carefully on political candidates and their ability and reputation to carry out promises made during campaigns.

Rouillard on Program

Commissioner A. J. Rouillard said rumblings on the governmental horizon indicated possible increased inflation in the dollar value and warned that this threat, if it becomes a reality, will drop the bottom out of policy values.

In an address on "The Life Underwriter, 1939 Model," M. C. Fisher, assistant secretary of field training, Metropolitan, said there had been an increase of some 27 percent in life expectancy, and those who formerly expected to live to be 50 could now expect to live to be 63.

"One ordinarily doesn't think of long life as a hazard," said the speaker. "But what is it but that to a large portion of our old people? Out of every 10 people of 65 or over today, only one or two can keep body and soul together without continuing to work or accepting support from others."

J. E. Bragg, New York City manager Guardian Life, analyzed makeup of a life contract and its relation to the three major economic problems of life, dependency of loved ones, education of children, and the period when income of the policyholder is cut off.

Other speakers included G. F. Ream, assistant superintendent of agencies Mutual Benefit, and R. B. Coolidge, superintendent of agencies Aetna Life. Governor Murphy was unable to attend as scheduled.

R. B. Hull, managing director National Association of Life Underwriters, gave an address on growth and importance of life insurance.

G. L. Foster, Manchester, John Hancock Mutual, was elected president to succeed Mr. Burroughs. A. R. Mills, Dover, Metropolitan, was elected vice-president, and F. E. Moss, Travelers, Manchester, secretary.

Minnesota State Officers

The Minnesota State Life Underwriters Association is now in full sway. There are five local associations, St. Paul, Minneapolis, Duluth, Rochester and Mankato. The new state officers are: President, J. D. Serrill, manager Sun Life, Minneapolis; vice-presidents H. W. Moore, manager Mutual Life of New York, St. Paul; Manfred Johnson, Sun Life, Rochester; O. J. Johnson, Prudential, Mankato; H. F. Hoene, Northwestern Mutual, Duluth. The secretary-treasurer is W. W. Scott, general agent Lincoln National Life, Minneapolis. The officers constitute the board and in addition each local association will appoint a state committeeman to be a member of the board.

Iowa City, Ia.—W. F. Roberson, Bankers Life of Iowa, has been elected president.

Nixon Heads New Group

Fox River Valley Association in Wisconsin Holds Its First Regular Meeting

NEENAH, WIS.—B. C. Nelson, special agent Stamm general agency Northwestern Mutual Life, Milwaukee, and author of a book on life underwriting, spoke at the first meeting of the newly formed Fox River Valley Association of Life Underwriters here. He discussed "Writing Life Insurance Under Present Conditions." Other speakers included R. L. Hesse, Lincoln National Life, Madison, president Wisconsin state association; E. G. MacDonald, Equitable Life, Sheboygan, past state president; Alvin Moser, Aetna Life, Milwaukee, state treasurer, and Frank Hughes, Mutual Benefit, Milwaukee, state committeeman.

The new valley association is composed of agents in Appleton, Neenah, Menasha, Oshkosh, Kaukauna, Chilton and other cities in the area. The Appleton association was the nucleus. Membership is 96.

Officers elected are: President, George Nixon, Equitable, Appleton; vice-president, P. C. Zimmer, Prudential, Oshkosh; secretary, Milford Fox, Central Life of Iowa, Appleton; treasurer, George Cameron, Northwestern Mutual, Neenah. Directors are E. L. Rickard, Aetna, Neenah; G. A. Harthun, Wisconsin National, Oshkosh, and A. B. Skiba, Menasha. The group is affiliated with the Wisconsin and National associations.

The next meeting is scheduled at Oshkosh July 29. Louis Behr, Chicago million dollar producer Equitable Society, will speak.

Ray O. Becker Honored by Peoria Association

PEORIA—At its annual meeting the Life Underwriters Association of Peoria, with 100 in attendance, observed "Ray O. Becker Day" and elected officers.

M. J. Cleary, president Northwestern Mutual Life, was principal speaker, paying tribute to the 42 years' service in life insurance by Mr. Becker, Peoria general agent of the Northwestern Mutual, who retires July 1. He has held his present title for 33 years.

Mrs. Becker, C. R. Garrett, successor to Mr. Becker, and Mrs. Garrett were also guests at the luncheon. L. O. Schriber, Aetna Life, on behalf of the association, presented Mr. Becker a bound volume recording Mr. Becker's outstanding business and civic services in Peoria during his 42 years as an insurance man.

Roy E. Davis, assistant general agent for Aetna Life, was chosen president.

succeeding H. A. Shaw, Indianapolis Life; F. A. Schnell, Penn Mutual Life, first vice-president; T. G. Yerby, Prudential, second vice-president; J. W. Ross, Mutual Benefit Life, reelected secretary-treasurer. Mr. Schnell was also elected national executive committeeman.

New members of the executive committee are: J. L. Hack, New York Life; F. E. Cavette, Massachusetts Mutual; Frank Manning, Metropolitan Life, and Mr. Shaw.

MacWhinney Northern N. J. Head

At the annual meeting and outing of the Life Underwriters Association of Northern New Jersey, J. B. MacWhinney, John Hancock Mutual Life, was elected president, succeeding L. D. Harrison. Other officers are: E. C. Hoy, Sun Life of Canada, first vice-president; E. D. Finch, Jr., Guardian Life, second vice-president; Fred Dittmars, Massachusetts Mutual, secretary; Irvin Relay, Mutual Life of New York, treasurer (reelected). J. S. Dey, Connecticut General, and John Elliott, Penn Mutual, were elected to the executive committee.

The team from the H. C. Lawrence agency of the Lincoln National Life won the golf trophy, with the Travelers' team the runner-up. The quoits trophy was won by the Penn Mutual Life, with the Lincoln National runner-up. The baseball contest ended up in a tie between the Penn Mutual and Sun Life of Canada.

Honor Essay Contest Winner

The San Antonio Association of Life Underwriters honored Miss Lillian Smith of Beaumont, Tex., winner of the national essay contest conducted by the National association. Miss Smith read the prize winning essay.

H. G. Hewitt, Houston, Texas agency manager Northwestern National Life, spoke on "Time Marches On." He compared the old methods of buying insurance to that of the man who buys material for a house but who leaves the building materials piled around without accomplishing the purpose for which the purchases have been made.

The new officers, Lucian Jones, Amicable Life, president; B. T. Townsend, General American Life, vice-president, and Milton Fischer, Pacific Mutual Life, secretary-treasurer, and the new directors were installed.

Cleveland Women Meet

CLEVELAND—The Cleveland Women Life Underwriters held a luncheon meeting, Mrs. Dorothy Currell, Provident Mutual, new chairman, presiding. Miss Helen Rockwell, chairman national women's quarter-million club, reported on meetings she recently attended. Miss Ethel Wood, past chairman, introduced Mrs. Ethel Laney, columnist Cleveland "Plain Dealer," who spoke on "Life Improved Through Life Insurance." She stressed the necessity of service rather than sales.

(CONTINUED ON LAST PAGE)

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Sales Ideas and Suggestions

Hot-Weather Prospecting Tips Given at Conference

NEW YORK — Hot-weather prospecting can profitably be done not only among those whose businesses have a seasonal improvement in the summer, but also among men whose businesses are actually slack in July and August and yet are extremely busy other times of the year, according to Henry Levine, manager of full time agents, Hancel agency, who spoke at the New York sales conference of the Continental American Life.

"Like many other things in our existence, the difference between successful and unsuccessful hot-weather prospecting lies largely in ourselves rather than in outside conditions," he said. "Whatever the method, whatever the incentive, the fact is perfectly clear that the determining factor in your business for the next two months is you, not the period of the year."

Urges Intensified Effort

Suggesting an intensified effort to eliminate the usual July and August slump, Mr. Levine cited a case to show that the slump occurs largely because agents think they cannot get any business.

"A general agent told me an interesting thing he found out about the slump," he said. "He showed me his list of leaders for July and August for the last five years and pointed out that year after year, the leaders were men who were new in the business. 'You see they are just dumb,' he said. 'They haven't found out yet that July and August are poor months so they went out and did business because they did not know any better. Then after two or three years these same men were down at the bottom of the list during July and August and some were not on the list at all. They were getting education. They found out that July and August are slump months.'"

Mr. Levine dealt with four fields of prospecting: natural contacts, referred prospects, qualified cold canvass, and "ice-cold" canvass.

"Let the Chase Quiet Down"

Qualified cold canvass covers the field of clippings from newspapers on business opportunity reports, promotions in business, announcements of birth, death, confirmations, and marriages. Mr. Levine suggested that the experience of those who are successful in following this system indicates that it is better not to rush right in and see people who have suddenly attained prominence, as everybody else is congratulating them or trying to sell them something.

The better system, he said, is to store these items away for a time and then, when the chase has quieted down, go and see them. Not only are present day newspaper items good, but past records as well, he said. He suggested checking newspaper files of ten years ago for birth records, bar examination reports of three years ago. An excellent source is the name of a man who has just completed payments on his car or furniture, since he is undoubtedly thinking about buying something else with the money he has been putting aside every month and the agent can step in at that point. People involved in automobile accidents, even as witnesses, are good prospects, he said.

Make List of 10

In getting referred prospects, who account for about 80 percent of the business done by life companies, Mr. Levine said that the best center of influence is

someone who is indebted to the agent because of something the agent has done for him or someone who is anxious to see the agent succeed just as sincerely as the agent is anxious to see the center of influence succeed. He suggested making a list of the ten people most interested in one's success.

"A good plan is to have one prospecting interview each day with a center of influence," Mr. Levine said. "Make

Flow of Prospects Needed

PITTSBURGH—Life insurance in the United States cannot be properly merchandised except through the agency system, A. R. Jaqua, associate editor "Diamond Life Bulletins," said at the annual meeting of the Pittsburgh Life Underwriters Association.

He warned agents against becoming complacent. One common denominator for every successful life underwriter, he said, is a flow of work across his desk. He differs from the clerk or mechanic in that he cannot wait for his work to come to him; he must go out and get it. No insurance man in his acquaintance, Mr. Jaqua said, had ever written \$250,000 of business in any year without a definite work system which brings results without too much effort.

"Men fail not because they cannot sell but because they have not created sufficient opportunities for selling," Mr. Jaqua declared. He enumerated the following practical suggestions for keeping business moving:

Offers Valuable Suggestions

1. Practice nest prospecting; strive to control a certain group or center of prospects such as doctors, lawyers, the university or a large banking house, or a specific class of people within a certain race or religion.

2. Adopt a method of prospecting by selecting a list of men in a certain kind of job and have a friend or policyholder in the group help to qualify the risks.

3. Age change is an old and much used argument in selling life insurance, but is nevertheless effective.

The Steacy E. Webster agency Provident Mutual Life, was awarded the Lee D. Hemingway cup as the outstanding agency in association cooperation in the year, giving it permanent possession, as the trophy has been won three times. It was announced Edward D. Hemingway, Connecticut Mutual, son of the late Mr. Hemingway, would provide another cup in perpetuation of his father's memory, to be awarded on the same basis.

G. Harold Moore, general agent State Mutual, membership chairman, announced paid membership was 1,009, four members under the mark set June 30 last year.

Butler Branch in Election

W. M. Ferguson, Northwestern Mutual, was reelected president Butler branch, Pittsburgh association. Clyde L. Miller, manager Colonial Life, was elected vice-president and W. M. Starr, Northwestern Mutual, reelected secretary.

The new executive committee consists of W. H. Sharp, manager Metropolitan; J. C. Jamison, Metropolitan; D. B. Donovan, superintendent Prudential; V. K. Oesterling, assistant superintendent Prudential; C. M. Miller, Equitable Society and J. C. Maharg, State Mutual.

this as important a call as if you were going out to sell a policy. Make this call separate and distinct from a sales interview plan, what your approach will be, what your presentation, your close. Realize when you go in to see him that your goal is to get the names of several people, then try to qualify at least one or two of these names and create the means by which you will get to know the referred prospect by some method of introduction."

Speakers from the home office included W. M. Rothaermel, vice-president in charge of agencies, and Guy Amerman, associate actuary. Most of the speakers were from the agencies in the metropolitan New York territory and dealt with Continental American contracts and sales ideas based on them.

V. M. Shewbert, Pittsburgh general agent Home Life of New York, discussed "Seven Keys to Successful Selling," listing characteristics of the successful agent.

Gives Keys to Success

"1. We should enjoy the work involved in our business.

"2. We should have a definite ambition to make money.

"3. We should be greatly concerned with our own future financial security.

"4. We should be proud of the reputation and character of the kind of business in which we are engaged.

"5. We should be adaptable to detail work.

"6. We should develop patience.

"7. We should consistently study and prepare ourselves to take on greater opportunities and responsibilities."

A. M. Anderson, Akron, O., author of the one-interview program system, conducted an all-day seminar on "programming" under auspices of the Pittsburgh association.

C. L. U. NEWS

Cook Chicago C. L. U. Head

Mutual Benefit General Agent Says C. L. U. Designation Is Mark of Success

Paul W. Cook, Chicago general agent Mutual Benefit Life, was elected president of the Chicago C. L. U. chapter at the annual meeting, succeeding Earl M. Schwemm, manager Great West Life. Other officers elected were: Vice-president, B. H. Groves, assistant manager Travelers, and secretary-treasurer, J. D. Moynahan, manager Metropolitan. Directors are: H. G. Walter, Penn Mutual; L. R. Schaeffler, State Mutual, and Agnes C. Schuette, New York Life. Holdover directors are R. D. Hinkle, Equitable Society; D. M. Phipps, Northwestern Mutual; O. S. Rome, New England Mutual, and Mr. Schwemm, who presided.

Mr. Cook, one of the first C. L. U.'s in Chicago, in accepting this post said the main purpose of the organization and advantage of C. L. U. work was to sell life insurance men to the public. "The type of man succeeding in the business today is never too busy to become a C. L. U.," he declared. It was reported there are 117 C. L. U.'s in Chicago with 94 paid members. A motion to amend the by-laws in that a person to become a member of the local chapter must first show membership in the Chicago Association of Life Underwriters, was tabled for further consideration. Fifteen

members of the Chicago chapter do not belong to the Chicago association.

Past Presidents W. N. Hiller, Penn Mutual, 1932; F. J. Budinger, Franklin Life, 1933; Frederick Bruchholz, New



PAUL W. COOK

York Life, 1935; L. M. Buckley, Albritton agency Provident Mutual, 1936, and Arthur Bagley, Metropolitan, spoke on life insurance selling ideas. A letter was read from T. G. Murrell, general agent Mutual Benefit, Los Angeles, who served as president in 1931.

PITTSBURGH CHAPTER ELECTS

New officers of the Pittsburgh C. L. U. chapter are: President, R. A. Clark, general agent Northwestern Mutual; vice-president, H. H. Chase, Aetna Life; and secretary-treasurer, P. B. West, Berkshire Life. Directors are R. L. Kane, Metropolitan; J. A. Robertson, Columbian National; R. M. Stevenson, National Life of Vermont, and C. F. Zahniser, Standard Life. R. S. Koehler, Jr., registered low gross score of 87 and J. E. Davis won the kickers' handicap in the annual golf tournament.

HOGHE LOS ANGELES HEAD

The Los Angeles C. L. U. chapter has elected these officers: President, R. L. Hoghe, general agent Equitable of Iowa; vice-president, F. W. Pierce, Connecticut General; secretary-treasurer, R. L. Altick, Massachusetts Mutual; directors, M. L. Scott, Equitable Society; H. E. Belden, Union Central; J. R. Mage, Northwestern Mutual, and Jack White, Prudential, retiring president.

Harold Kaye, assistant manager Kellogg Van Winkle agency Equitable Society, winner of the \$50 first prize in the essay contest held by the chapter, read his paper, "The Human Side of a Stock Retirement Plan."

PHILADELPHIA CHAPTER

E. J. Murphy, Equitable Society, is the new president of the Philadelphia C. L. U.; M. W. Lammers, Continental-American, vice-president; F. G. Stull, Penn Mutual, treasurer, and E. C. DeVol, Massachusetts Mutual, secretary.

Nathanson in New Post

N. J. Nathanson for several years manager of the San Jose, Cal., district agency Penn Mutual Life has resigned to become supervisor for the Ohio National Life with headquarters in San Francisco. He will have jurisdiction over the San Francisco-Oakland metropolitan areas.

ASSOCIATIONS

(CONTINUED FROM PAGE 22)

and brought out the great need of educational insurance in these times of threatening economic collapse. The proved solidarity and support of insurance makes it a bulwark of hope now, she concluded.

Name Colorado Officers Soon

DENVER—The newly-formed Colorado Association of Life Underwriters will meet shortly for selection of new officers and drawing up of plans for 1938. George Stoeker of the Travelers was elected president at a meeting here. It has been tentatively decided to choose officers, directors and committees from delegates of local associations in Pueblo, Denver and Colorado Springs. Two more new groups have been formed in the last month in southwestern Colorado cities, which will give the new association considerably wider scope.

Nebraska—Walter I. Black, general agent John Hancock, Omaha, was elected president at a meeting in Omaha. Other officers are: Vice-presidents, Lynn Davis, Hastings; Jerry Brown, Norfolk, and A. W. Tell, Scottsbluff; secretary-treasurer, Earle E. Best, Union Central, Omaha. Conn W. Moose, retiring president, outlined developments of the past year. Will F. Noble of Omaha submitted plans for building up of interest in local associations, and a model by-laws suggested by the National association were adopted.

Washington State—Paul R. Green, general agent Aetna Life, was elected president at a meeting in Seattle. J. R. Reinhardt, Northwestern Mutual Life, Spokane, is first vice-president; A. M. Meyer, Northern Life, Yakima, second vice-president; M. B. Seamans, Longview, New World Life, third vice-president, and Harry Stewart, Seattle, West Coast Life, secretary-treasurer.

Wilmington, Del.—E. E. Donaldson and A. D. Wolfe were reelected president and secretary-treasurer respectively. Both are Sun Life of Canada men. The managers' section elected Ralph Horn, Continental American Life, chairman; W. B. Stormfeltz, Provident Mutual Life, vice-chairman, and J. F. Pool, Northwestern Mutual Life, secretary-treasurer.

Vermont—Alton Briggs of Burlington was elected president, James A. Bruce, Rutland, vice-president, and Robert Janke, Burlington, secretary-treasurer. A seminar was conducted by James E. Bragg, New York City manager Guardian Life. His morning subject was "Dollars for Future Delivery" and in the afternoon he talked on "Our Product."

R. B. Hull, managing director National association, talked on "64 Million People—110 Billion Dollars." R. B. Coolidge, superintendent of agencies Aetna Life, on "Buymanship" and Max Fisher, assistant secretary Metropolitan, on "The Life Underwriter—Model of 1939."

Madison, Wis.—C. W. Tomlinson, Bankers Life, has been elected president, succeeding Moses Smith, Equitable; E. H. Becker, Metropolitan, vice-president; E. E. Wheeler, Mutual Benefit, secretary; G. R. Welton, Wisconsin Life, treasurer; Walter Rhodes, Business Men's Assurance, national committeeman. Directors are John Hovey, Connecticut Mutual; S. L. Johnson, Old Line Life; Mortimer Huber, Aetna Life; Ralph Larson, Central Life of Iowa; Franklin Van Sant, National Guardian, and Dewey Edson, Northwestern Mutual. New officers will be installed at the dinner in connection with the annual golf tournament and outing July 15 at Lake Delton.

Little Rock—C. E. Lowry National Old Line Life, was elected president succeeding F. A. Vineyard. Other new officers are: Ransom Jackson, vice-president; Stanley Falk, secretary-treasurer; A. B. Hill, Van Weathers and R. E. Wilson, directors, and Norman Lisk, delegate to the national council.

Council Bluffs, Ia.—Frank A. Fariday was elected president; George L. Hermes, vice-president; Covert T. Brown, secretary-treasurer, and Harold A. Miller,

state committeeman. Mr. Hermes and Orville Ward were named directors.

Los Angeles—The old and new boards of directors met in joint session to wind up the year's affairs. They voted to endorse H. J. Johnson, Penn Mutual Life, Pittsburgh, for president of the National association; C. J. Zimmerman, Connecticut Mutual, Chicago, for vice-president; W. M. Duff of Pittsburgh and J. W. Yates of Los Angeles for trustees.

Wheeling, W. Va.—T. B. Sweeney, Equitable Society, was elected president; J. L. Morrow, manager Metropolitan Life, vice-president; H. J. Hores, Equitable Life, secretary and treasurer. The new directors are C. L. Steele, Metropolitan Life; J. M. Dunn, Fidelity Mutual and George Dawson, Sun Life of Canada. The holdover directors are W. F. Dorer, Bankers of Iowa; R. B. Naylor, Travelers, and Bart Evans, Prudential. J. R. Paisley, Travelers, is the national committeeman.

Central California—At a meeting in Fresno these officers were elected: President, J. C. Sellers, Occidental Life; vice-president, Charles Wicks; secretary-treasurer, M. E. Simas, New World Life; national committeeman, J. W. Baird, Equitable Society; directors, H. F. Trunk, Travelers; Leland Tallman, California-Western States; C. G. Standeford, Pacific Mutual.

Saginaw, Mich.—Officers elected at the annual meeting are: President, Isador List, succeeding H. C. Beeson; first vice-president, W. C. Hurley; second vice-president, W. H. Pendell; secretary, E. C. Luther; treasurer, L. F. Bennett; director, R. E. Aldrich; state committeeman, R. D. Stearns.

Freeport, Ill.—D. A. Smith, Travelers, was elected president; E. E. Miller, Mutual Benefit, vice-president, and M. A. Marvin, secretary-treasurer at the annual meeting. Directors are: D. H. Hardie, Northwestern Mutual; H. B. Nelson, Northwestern National, and Ralph Herinann, Penn Mutual.

Cache Valley, Utah—Othello Hickman, general agent Pacific National Life, was elected president at the first annual meeting held at Logan City. He succeeds S. V. Prows, Metropolitan. Others elected are: Vice-president, Gernel Larson, Metropolitan; secretary-treasurer, E. W. Carlisle, Equitable Society; directors, Mr. Prows, chairman; J. G. Davis, Beneficial Life; W. C. Wood and Marlin Cragun, both of the Metropolitan. Adjournment was taken until September.

Washington, Pa.—At the annual meeting J. L. Glenn, assistant manager Metropolitan, was elected president; E. S. Clutter, assistant superintendent Prudential, Canonsburg, reelected vice-president, and Michael Cronin, manager Metropolitan, Washington, reelected secretary.

C. B. Metheny, manager Fidelity Mutual in Pittsburgh, presented his talk, "Why Kid Ourselves." Following his discussion, a question and answer forum was held, in which Mr. Metheny presented practical solutions to problems confronting life men.

G. Edgar Smith, Equitable Life of Iowa, retiring president, was chairman.

Jacksonville, Fla.—J. B. Webster, general agent of the Penn Mutual Life, was elected president of the association at the annual meeting, succeeding Lee MacDonell. Other officers elected include C. W. Campbell, vice-president, and Thomas Miller, secretary-treasurer. Board of directors elected were Reed Dearing, C. I. Mann, J. H. Randolph, Jr., G. V. Salzer, Jr., W. D. Stark, Jr., and R. A. Thweatt. A banquet, floor show and dancing were features of the annual meeting.

Burlington, Vt.—New officers elected at the annual meeting are: President, O. W. Hill, Union Central; vice-president, P. H. Page, National Life; treasurer, C. E. Fisher, New England Mutual; secretary, F. G. Pederson; national committeeman, H. C. Avery; new directors, G. L. Anderson, John Hancock; H. A. Butler, Berkshire; B. F. Garrity, Metropolitan; D. V. McNaught, New York Life; and J. R. Olson.

Big Springs, Tex.—Ray W. Ogden was elected president; W. W. Barker, reelected secretary-treasurer; A. Amos, vice-president; W. W. Inkman is retiring

president. He with H. A. Steger, W. P. Wilson and Joe Pond are directors, and Lib Coffee is national committeeman.

Waco, Tex.—B. A. Barnes was named president; E. L. Trice, vice-president, and Ralph McReynolds, secretary at the annual meeting.

Sheboygan, Wis.—William Patzer, Aetna Life, was elected president at the annual meeting to succeed Joseph Hinkes, Bankers Life. Other new officers are: Vice-president, Gustave Crikelair, Prudential; secretary-treasurer, Charles Fiedelman. New directors are E. G. MacDonald, Equitable; William Zelnemann, Bankers Life and Earl Bryan, Northwestern Mutual. Among activities reviewed at the meeting were the annual convention and sales congress of the Wisconsin State association here last month, during the term of Mr. MacDonald as state president.

Concord, N. H.—New officers are: President, A. P. Weaver, vice-president, Henry Medlin; secretary-treasurer, Perry Hudson.

Southeast Mo.—A. L. Weirheim, Mutual Benefit Life, Cape Girardeau, has been elected president. Ray Green, Equitable Society, becomes vice-president; E. R. Masters, State Farm Life, secretary. Hiram Johnson, guardian Life, and Ural Meyers, Sun Life of Canada, were elected on the executive committee.

Savannah, Ga.—B. W. Walthour was named president at a recent election; Mrs. Tessie E. Getz, secretary and treasurer; O. P. Fulmer, chairman executive committee. Other members being M. G. Herndon, H. A. Tyner, Anthony Herty and H. H. Wilson.

Pittsfield, Mass.—E. K. Smith, Metropolitan Life, becomes president; L. A. Barlow, Connecticut General Life, vice-president; K. D. Dean, secretary.

East Texas—C. C. Warfield of Tyler was elected president of the newly formed association at the first regular meeting in Longview. C. G. Smith of Tyler was named secretary-treasurer. Directors are Bud Price, Tyler; T. J. Duncan, Longview; J. M. Logan, Kilgore; K. D. Moore, Henderson; O. K. Ausmus, Marshall, and T. W. Rutledge, Athens. The next meeting will be at Jacksonville.

Youngstown, O.—James A. Cozza, district manager Mutual Life of New York, is the new president; L. K. Donahay, vice-president; Thomas Cullen, reelected secretary-treasurer; O. R. Anderson, E. M. Barr, G. F. Burr, Miss Garner de Woody, R. H. McCollum and C. J. Ryan, directors. C. J. Amstutz is retiring president.

Bloxi, Miss.—Officers reelected are: W. E. White, president; P. A. Joullian, vice-president; C. J. Dantagnan, secretary. A meeting is to be held in Jackson, Miss., July 8 to plan a state-wide meeting.

Green Bay, Wis.—Ray Zimdars, Mutual Life of New York, was elected president; Walter Wetzel, Franklin Life, vice-president, and Herbert Quist, Old Line Life, reelected secretary-treasurer.

Richmond, Va.—Officers elected are: N. L. Huffaker, New York Life, president; Linwood Butterworth, New England Mutual, first vice-president; H. D. Goldman, Northwestern Mutual, second vice-president; A. B. Diggs, secretary-treasurer (reelected). New directors are P. B. Magruder, A. O. Swink, E. D. Wilson, O. W. Gilman, C. T. Scott. Mr. Magruder is retiring president.

Springfield, Ill.—M. P. Flickinger has been elected president; R. A. Guest, first vice-president; W. E. Meyers, second vice-president; P. H. Huffstetter, secretary-treasurer; J. L. Taylor, Mutual Life of New York, state committeeman; R. L. DeSilva, Paul McCray, J. R. Edwards, L. F. Higgins, R. P. Howey and Kenneth L. Kell, directors. Insurance Director Palmer was the chief speaker at the meeting.

San Francisco—O. Sam Cummings, president National Association of Life Underwriters, was principal speaker at a luncheon meeting. The work of his administration was reviewed by H. E. North, vice-president, Metropolitan Life.

N. J. Nelson, retiring president, presided and installed new officers headed by V. T. Motschenbacher as president.

Baltimore—Annual meeting will be held Sept. 8. The nominating committee includes F. B. Addison, chairman, Penn Mutual; J. W. Huey, Jr., Provident Mutual; M. A. Kancoff, Metropolitan; W. K. Magruder, Connecticut Mutual, and Frederick Sendelbach, Aetna Life. G. S. Robertson is secretary.

Louisville—The annual meeting was held, President Colgan Norman presiding. Secretary-treasurer W. H. Lausman and President Norman gave their reports. C. L. U. chapter had charge of the program.

Albuquerque, N. M.—Life insurance business has succeeded because of the agency system and the encroachment of government in this field would be a detriment to the people, O. Sam Cummings, president, National association, said here. "I am definitely opposed to government participation in private business and to the participation of any other business in the life insurance field," he declared.

The life companies are in the social security business in a bigger way than the federal government, he said.

"Since 1929, the New Deal has added ten and one-half billions to the public debt, presumably for social security," Mr. Cummings declared. During the same period, legal reserve life companies in the normal course of business paid out on policies, \$21,600,000.

"The government debt will have to be paid for generations to come, whereas life insurance on which the payments have been made was paid for by this generation and past generations, and the present and future generations will do the spending instead of the payig."

Mr. Cummings is nearing the close of a 50,000 mile tour in which he talked to agents throughout the country.

St. Louis—The young men's division at its first annual election reelected all officers. Alex Miltenberger, president; Lawrence MacDougall, vice-president, and G. F. Stevens, secretary. New board members are: Wallace Ott, George L. Dyer, Jr., Ernest Rae, Alan Beck and Milton Miller.

Southwestern Iowa—At a meeting at Shenandoah, Ia., A. B. Olson, vice-president Guarantee Mutual, Omaha, spoke. George Mace, Clarinda, reported on the state association meeting in Des Moines.

JACKSONVILLE'S LEADING HOTEL

THE SEMINOLE

GARNETT ANDREWS
Manager

200 AND UP

AIR CONDITIONED

Enjoy

EVERY COMFORT

at this modern, fireproof hotel in the heart of downtown Jacksonville. Every room with tub and shower, soft water, radio. Every bed with innerspring mattress and reading lamp. Running ice water on every floor.

POPULAR PRICED

COCKTAIL LOUNGE AND COFFEE SHOP

Other J. B. POUND Hotels

HOTEL PATTEN **HOTEL DESOTO**

Chattanooga Savannah

CONFIDENCE

We are now insuring the
grandchildren of men who
were young when they
placed their own insur-
ance with this company.



BANKERS MUTUAL LIFE CO.
FREEPORT, ILLINOIS

Founded in 1907

100 Years of Weekly Production . . .

A significant criterion of efficient sales management and of a loyal, aggressive sales force is regular weekly production, in good times and in bad. This company's App-a-Week Club has the highest membership in its history—94—and the combined standing of these members represents an aggregate of

5,200 Weeks—100 Years

consecutive weekly production. It is entirely logical, therefore, that our volume of new business is breaking all previous records, running 40% ahead of last year during the first four months of 1938.

Saleable Policies—Attractive Contracts

The explanation is to be found in policies especially adapted to meet present-day demands for maximum coverage at minimum premium outlay and in attractive agency contracts. Write us for particulars.

KARL B. KORRADY, *Vice President*
Director of Agencies

ILLINOIS BANKERS LIFE
1897 **Assurance Company** *Life*
1938 **MONMOUTH, ILLINOIS** *Accident*
Health



Our Protection

The birth month of our country brings to mind men—ragged, weary, footsore and starving—who hold honored place in the American history. Men who gave their all to insure, for us, a land of freedom, equality, and the privilege of building our own lives. Through the fire of battle they forged the blue steel of Americanism.

That "steel" is the backbone of our country and, following its tradition, the Institution of Life Underwriting was builded to further protect the happiness and prosperity of its citizens. If you are interested in protecting your future and in carrying on American tradition, you will find it pays to be friendly with the

PEOPLES LIFE INSURANCE CO.
"The Friendly Company"

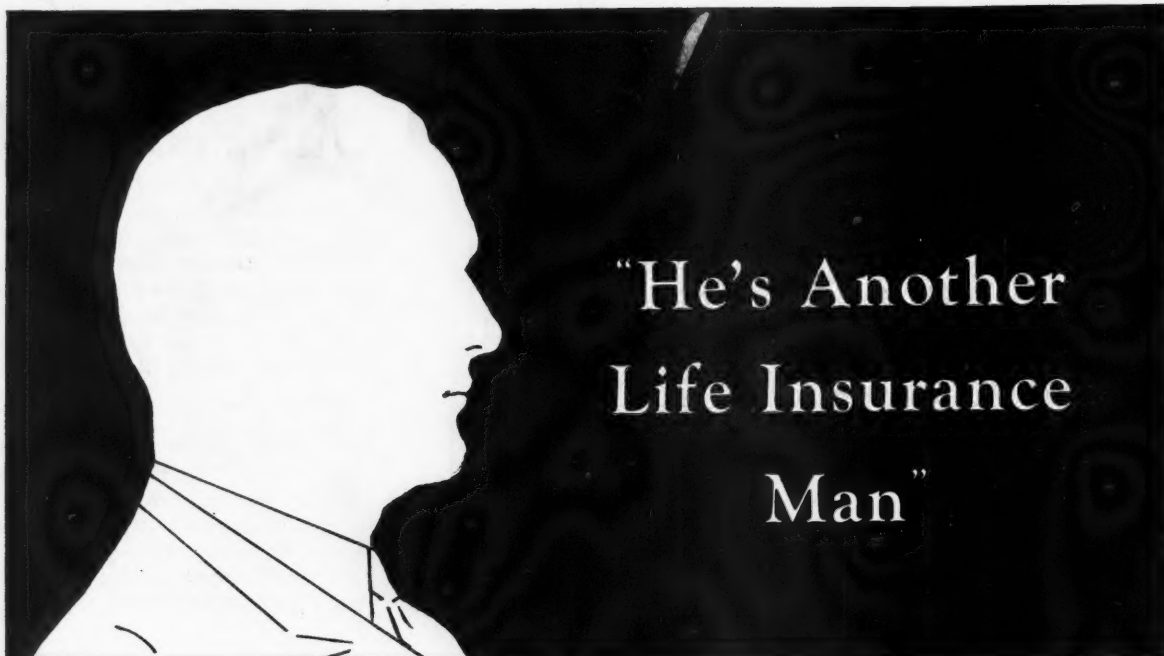
FRANKFORT

INDIANA

SUN LIFE
ASSURANCE
COMPANY
OF CANADA
PROVIDES
PLANNED
SECURITY

HEAD OFFICE: MONTREAL

An example of press advertising recently released by the SUN LIFE OF CANADA



"He's Another Life Insurance Man"

*If that's all the prospect knows about him—
what chance has he to make a sale?*

HE MAY BE a good sincere underwriter—know how to arrange life insurance programs to the best possible advantage of the client. But if, in the mind of this prospect, he's just another life insurance man—he's sunk.

He needs what life underwriters call prestige—what the man in the street calls a "build up." With prestige and ability—he'll go places. Without *both* he's lost.

THE ESTATE-O-GRAPH can't give you ability. It *can* give you prestige—and sales if you have the ability to back up this prestige.

Here's how hundreds of life underwriters are building prestige for themselves in a dignified manner and without a lot of expense.

They send copies of this unusual pictorial to a selected list of prospects. THE ESTATE-O-GRAPH acts as their advance agent. It builds them up with prospects. It interests the prospect because it pictures his problems. It makes the prospect acutely conscious of these problems. And it builds the underwriter up as the man who can help these prospects solve their problems.

The beauty of this plan is that you can concentrate on a small list of logical prospects, follow up your mailings, sell these prospects and then gradually broaden your sphere of activity. You advertise as you sell, by selecting logical prospects and concentrating on them.

What The Estate-O-Graph Is

THE ESTATE-O-GRAPH is a monthly pictorial visualizing the benefits of life insurance for the man who buys it. Each

issue contains 8 pages of motivating pictures visualizing some benefit of life insurance. The pictures are interesting, convincing. They show how life insurance meets the needs of *real* people in real, *true to life* situations.

It is *your* publication. Your individual imprint is carried on both the front and back pages. It can carry your picture on one of the covers if you wish. Except in the larger cities, it is sold on the exclusive basis.

THE ESTATE-O-GRAPH is printed in rotogravure. It is an attractive and impressive looking magazine, the kind you want to represent you with prospects.

THE ESTATE-O-GRAPH advertises YOU. It builds you up in the minds of prospects—gives you that much-needed prestige. When you call, you have a far better chance of being well received, of getting a good interview, than you would have if you went in unknown and unannounced.

The Estate-O-Graph Portfolio

This portfolio contains samples of 12 different issues of THE ESTATE-O-GRAPH and information regarding the service. It shows you how the service is being used by other underwriters. With the sample copies you can test the picture appeal by using them in personal solicitation and noting the results.

The portfolio is sent upon receipt of 25 cents. Address the National Underwriter Company, 175 West Jackson Blvd., Chicago, Illinois, or ask any National Underwriter representative.